

FIG 2A

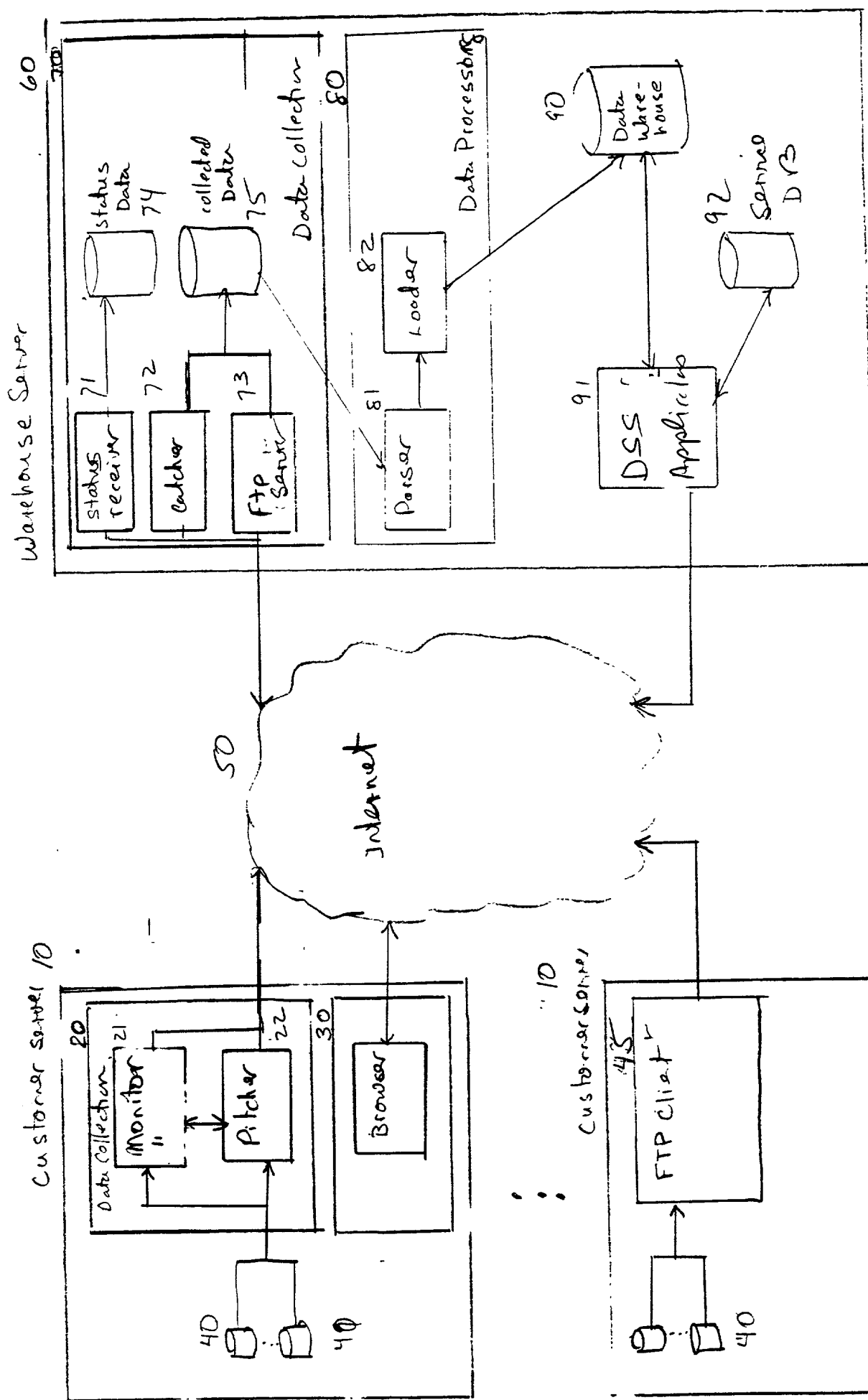


FIG 2-B

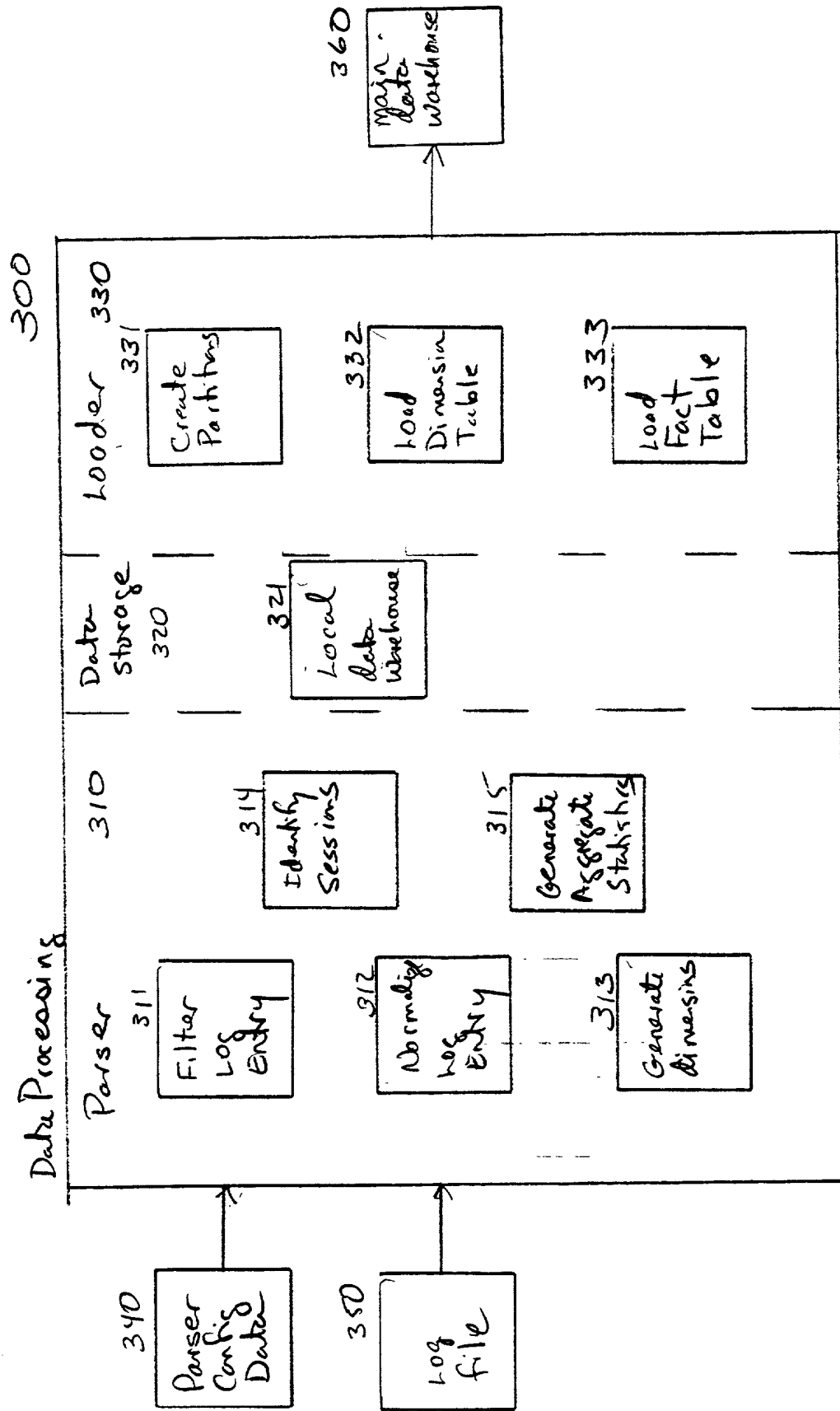
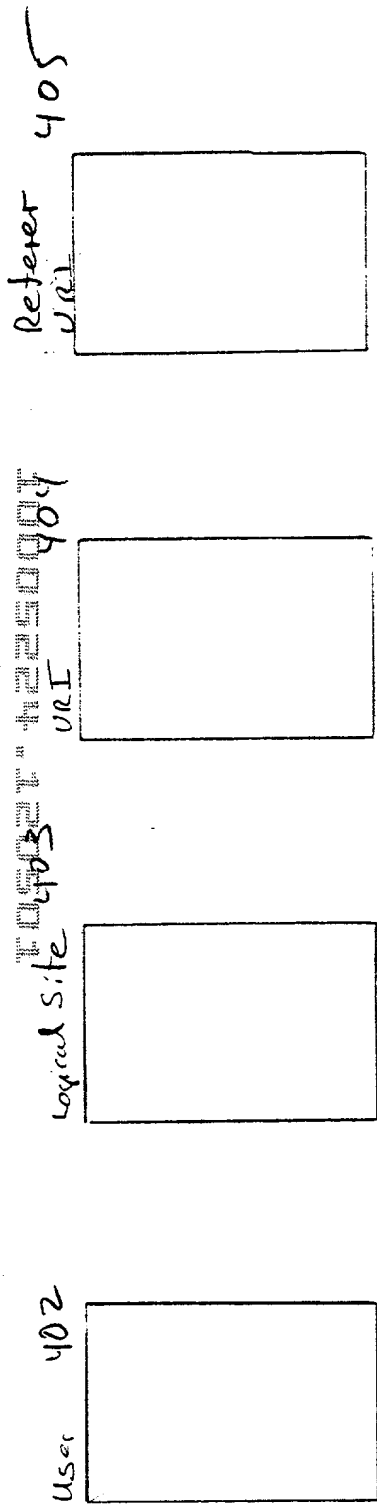


Fig 3



401

Log Entry Table	
Log Entry	Dispersive
	...

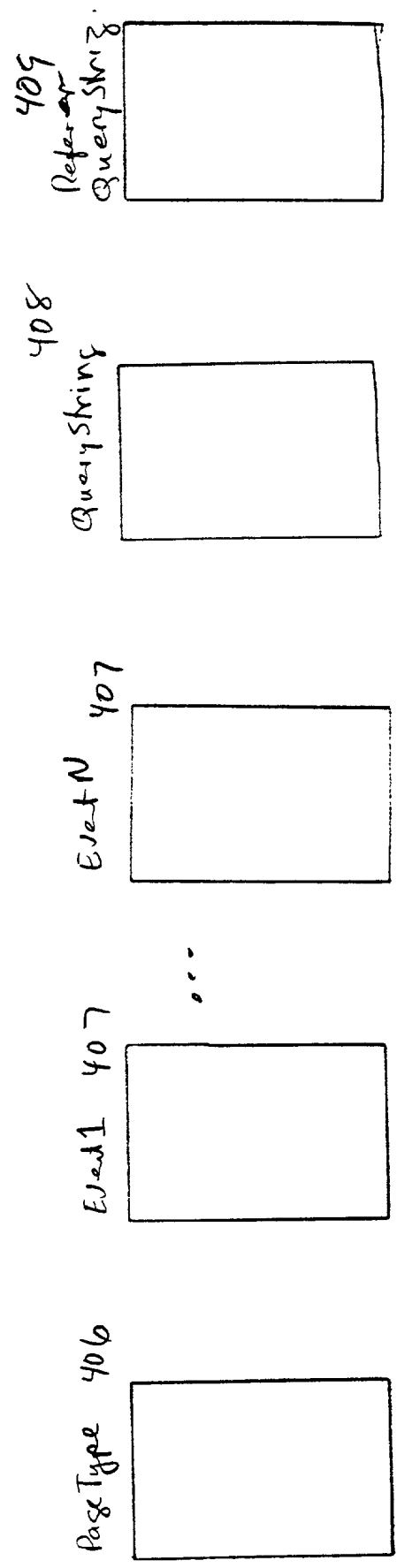


Fig 4

Parse
Log Data

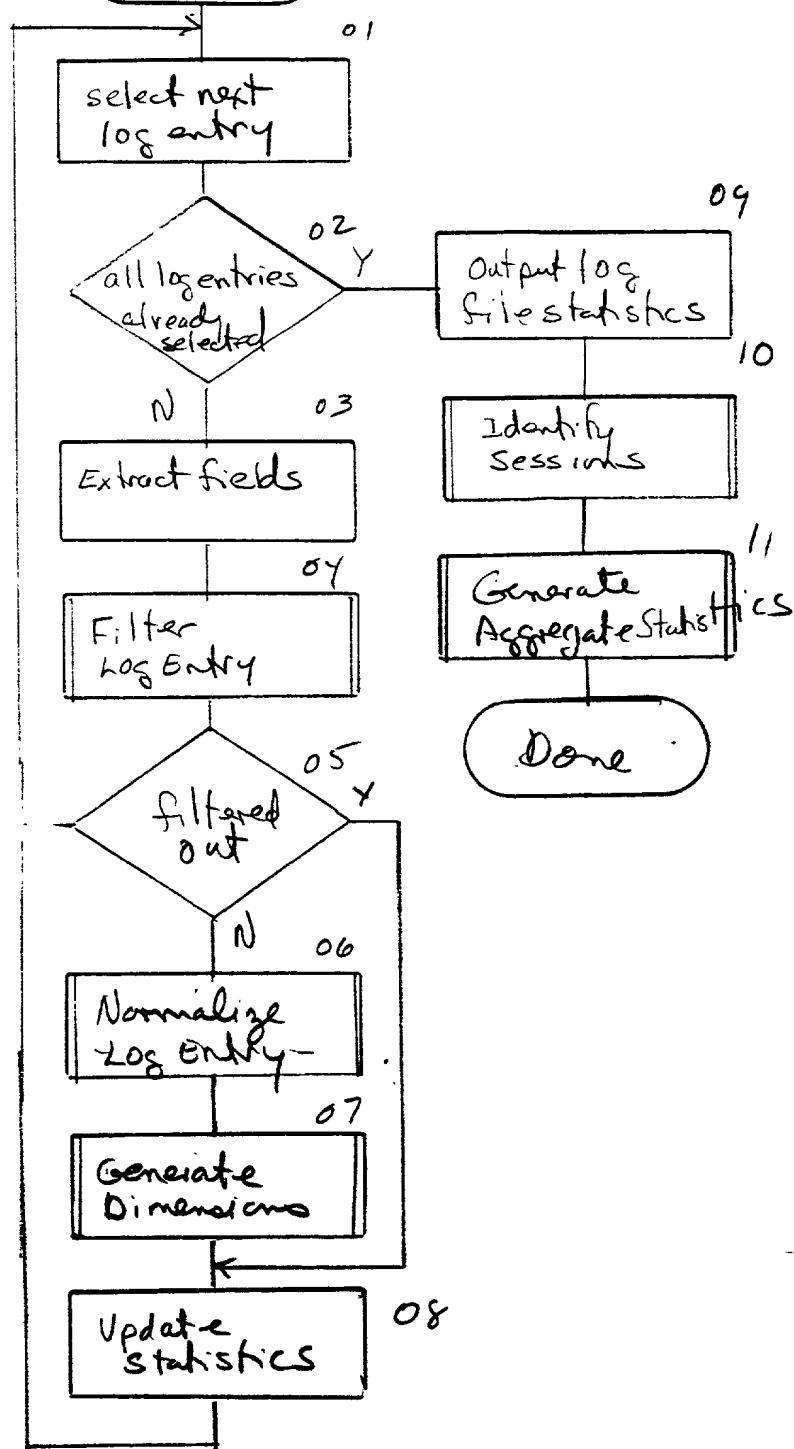
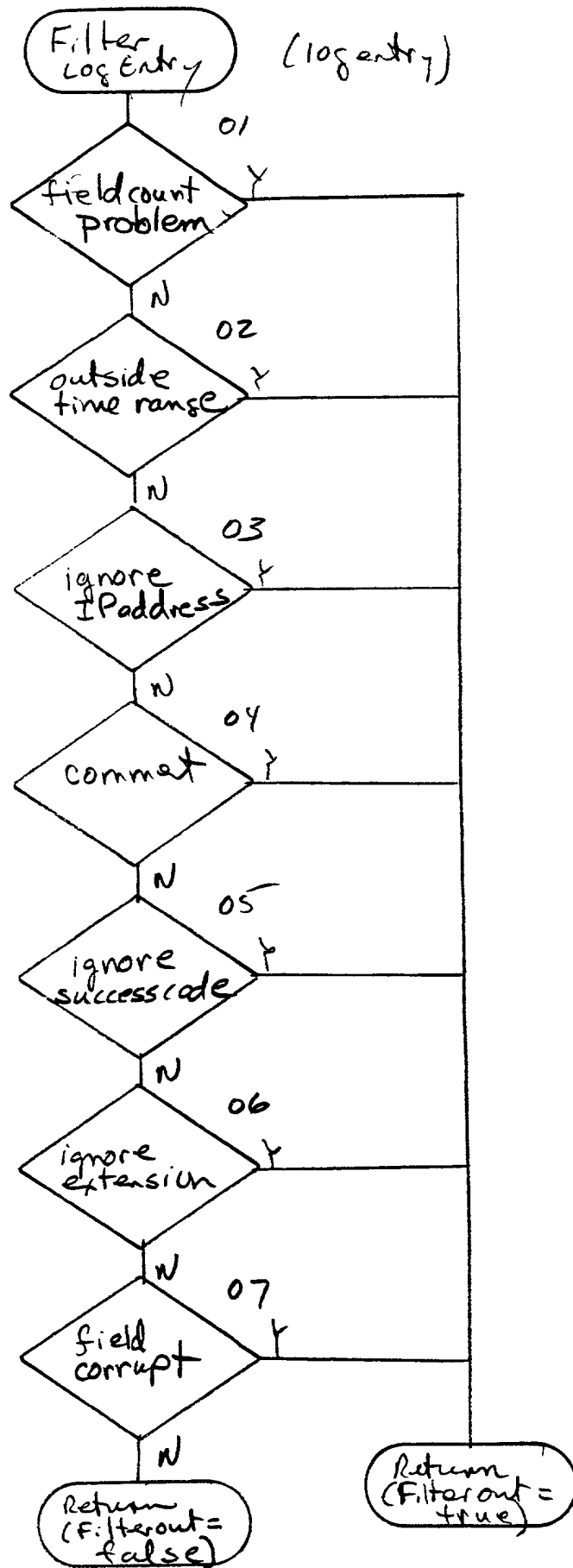


Fig 6



Normalize
Log Entry (log entry)

01

convert time
to GMT

02

correct time
based on
server

03

Normalize
fields

canonical searching

Return

Fig 7

10005224-12091
T0502T-422500T

1000524 1 2004
T05021 4225000

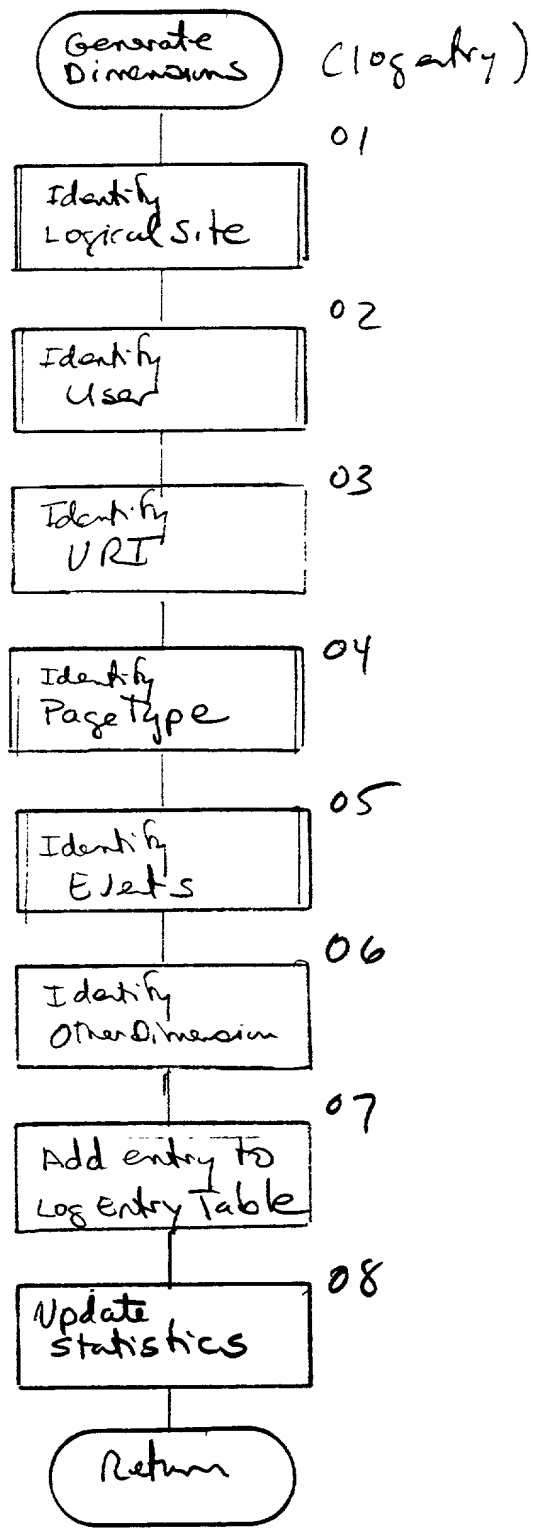


Fig 8

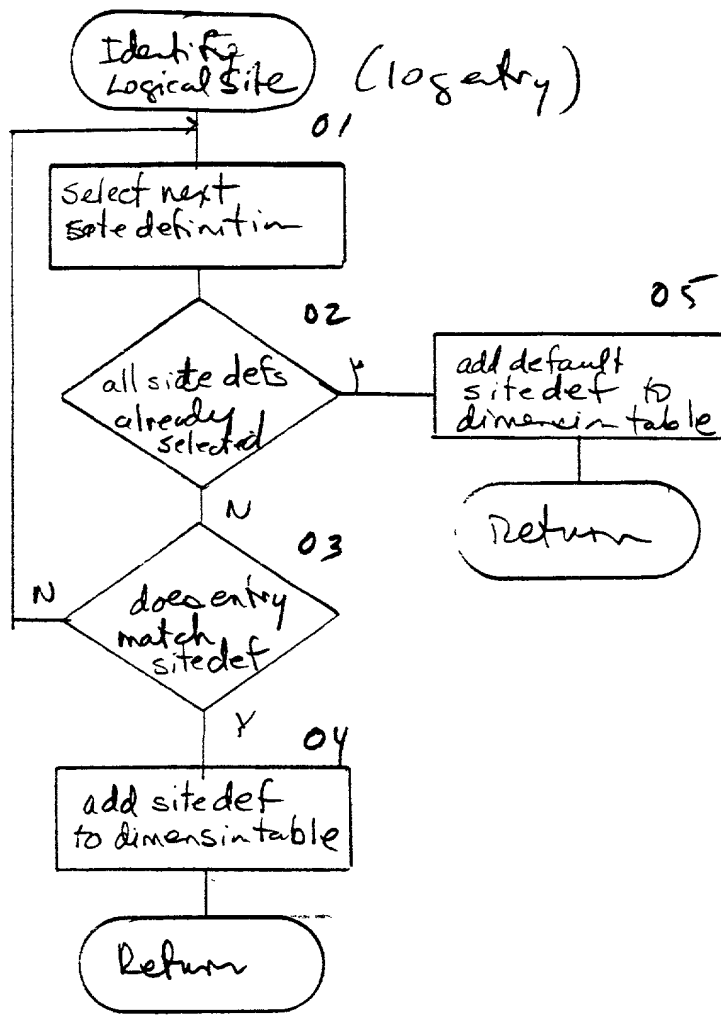


Fig 9

10000224.120501
T05024.122000T

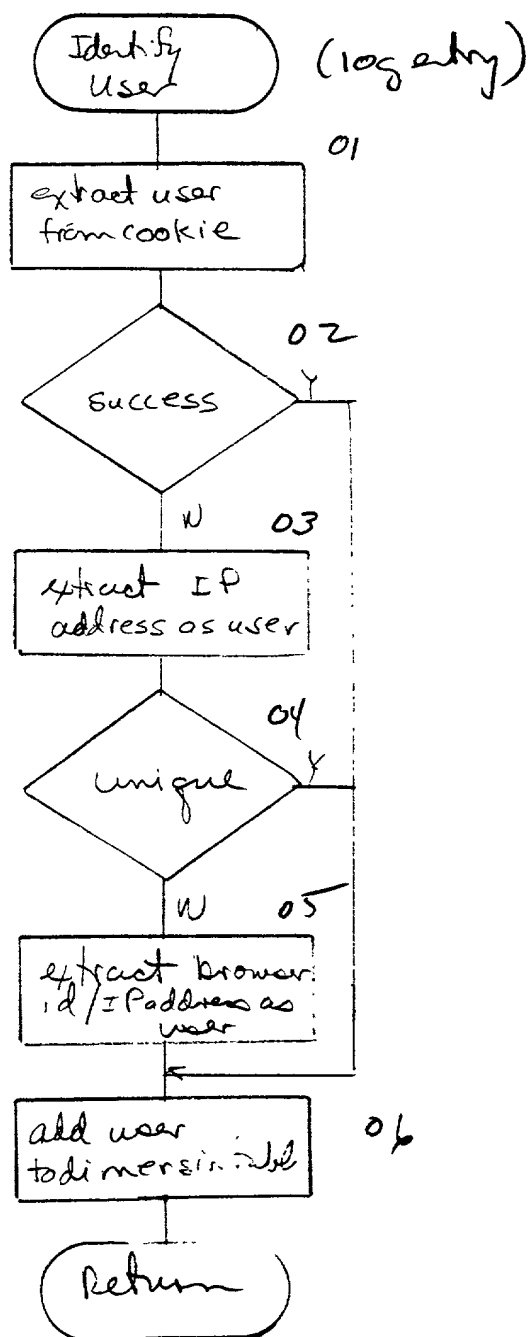


Fig 10

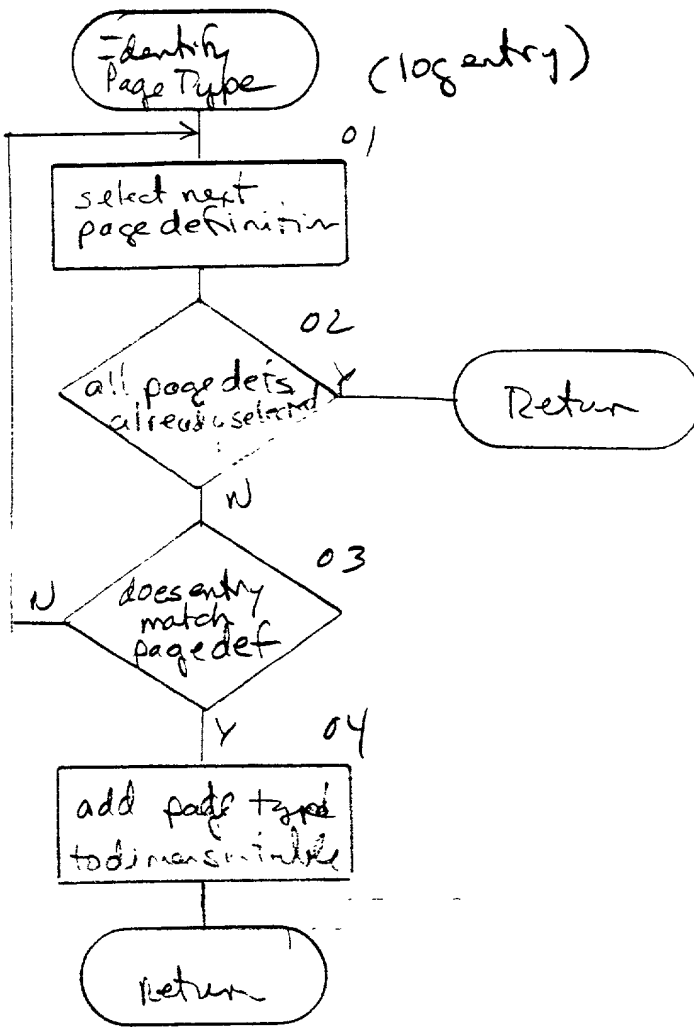


Fig 11

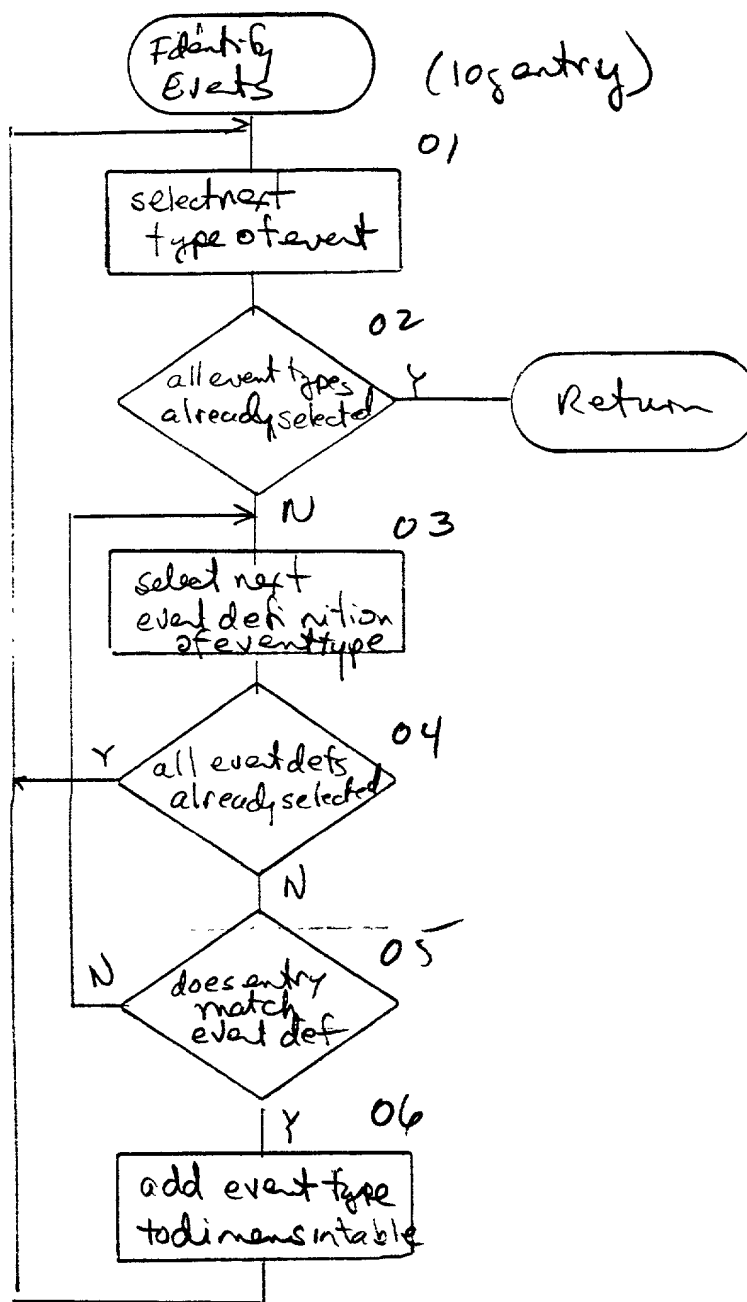


Fig 12

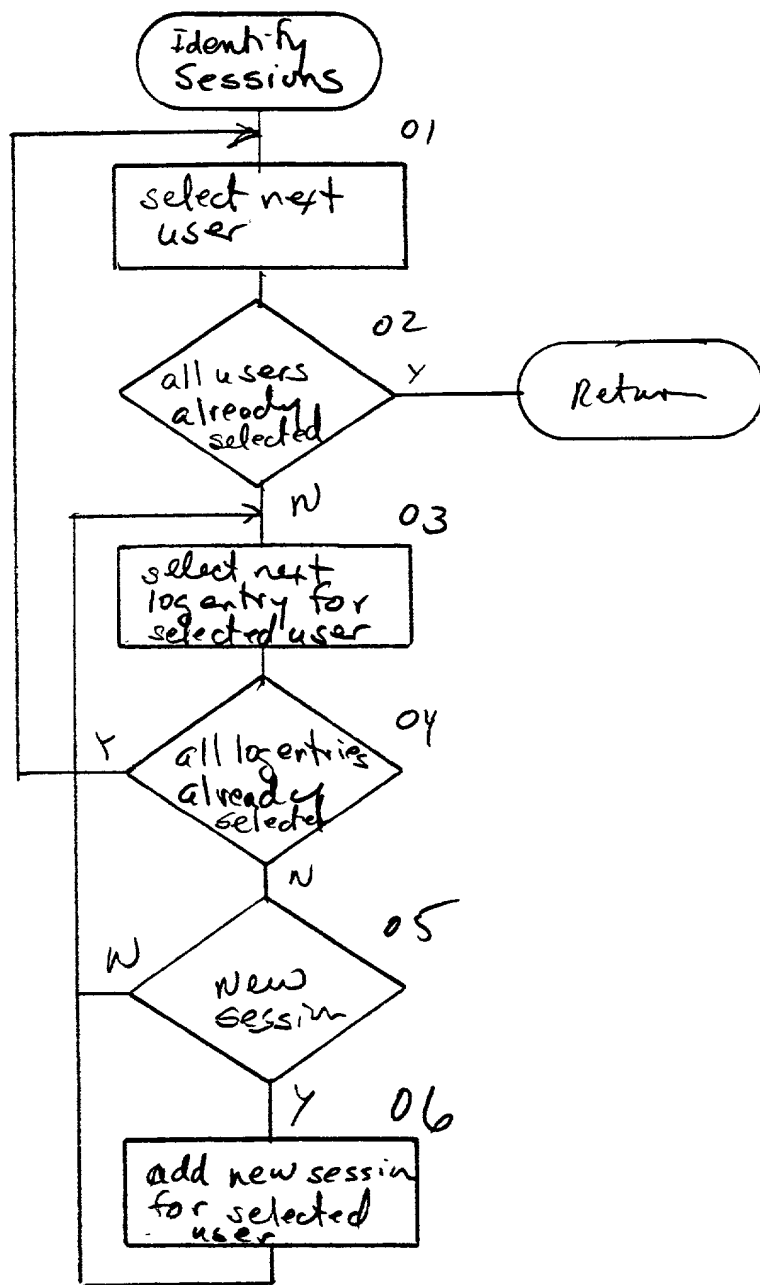


Fig 13

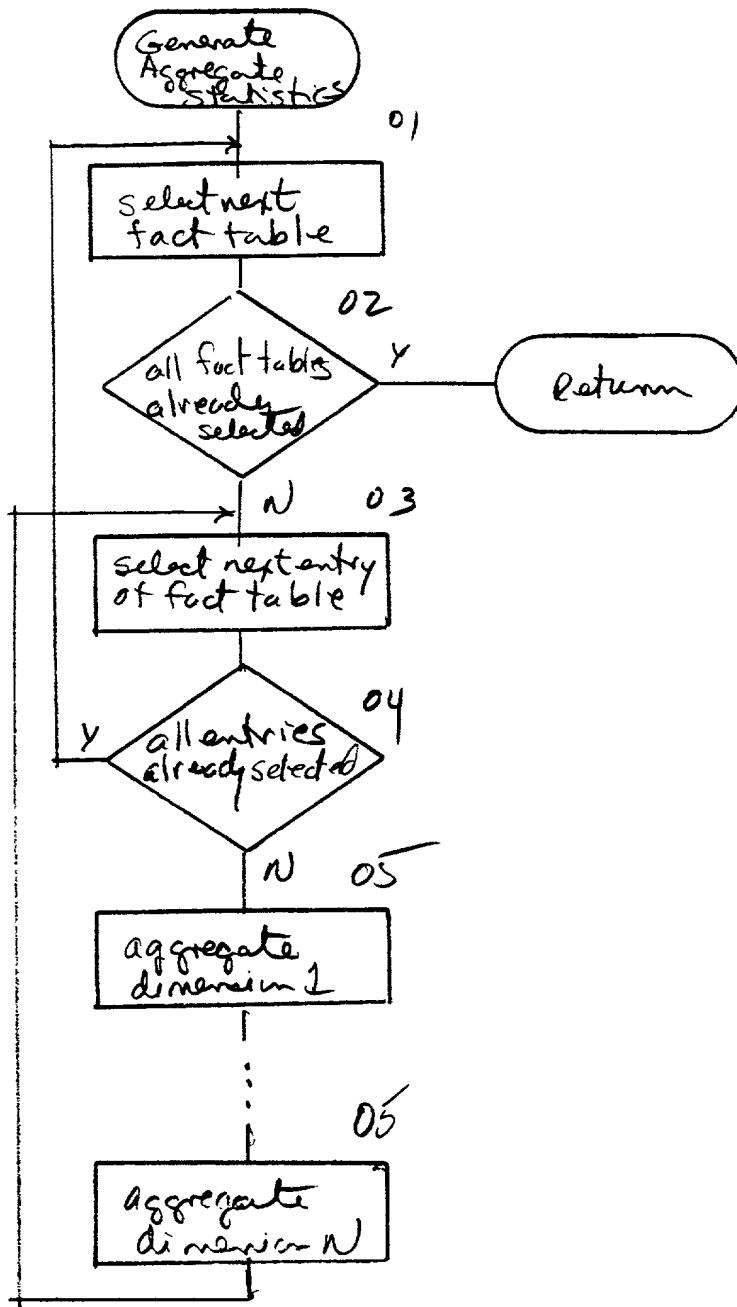


Fig 14

10005244 120501
T05021 42250001

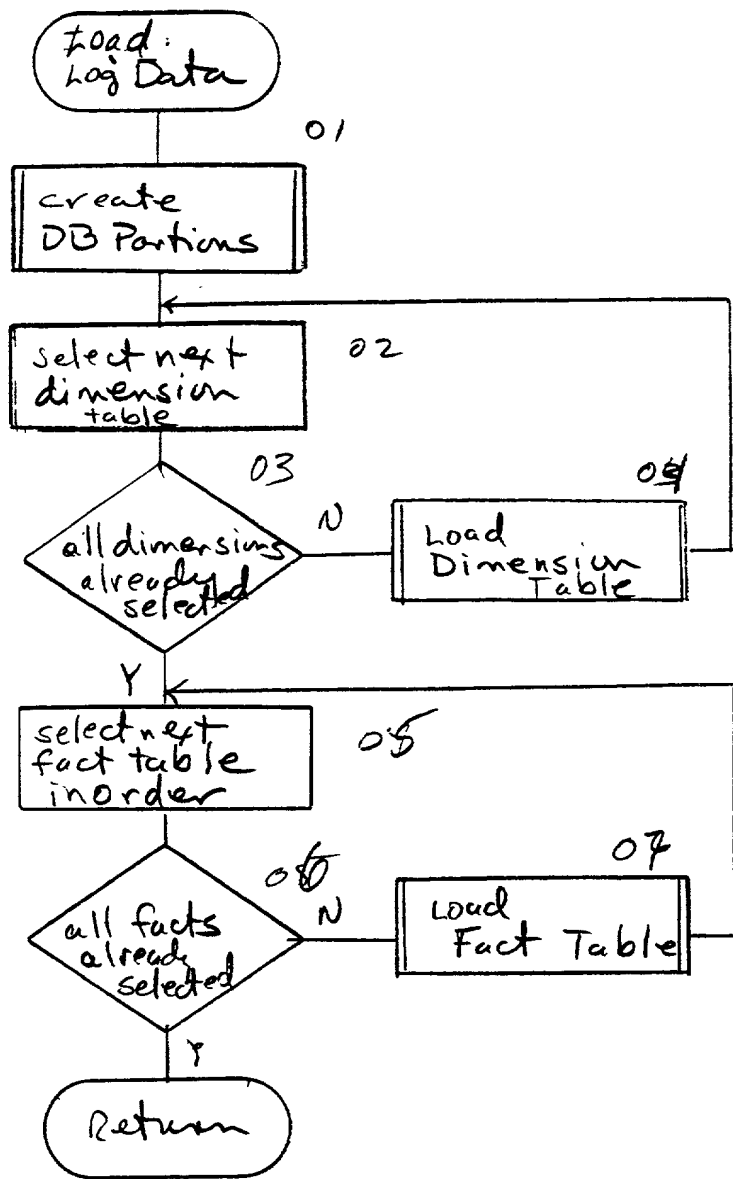


Fig 15

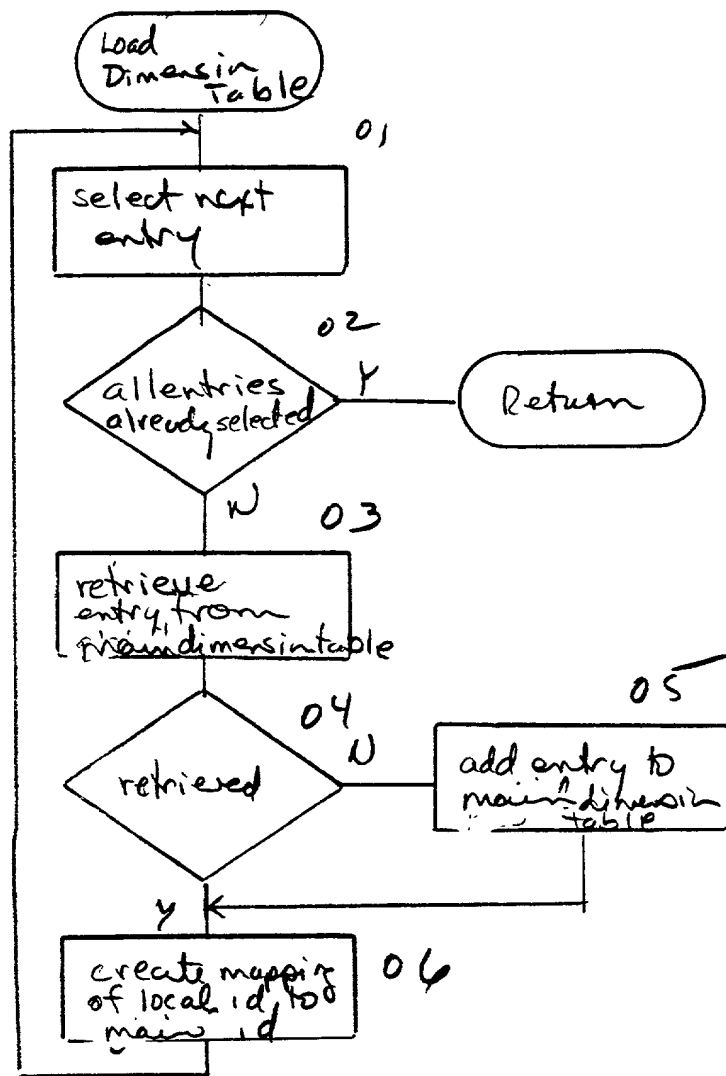


Fig 16

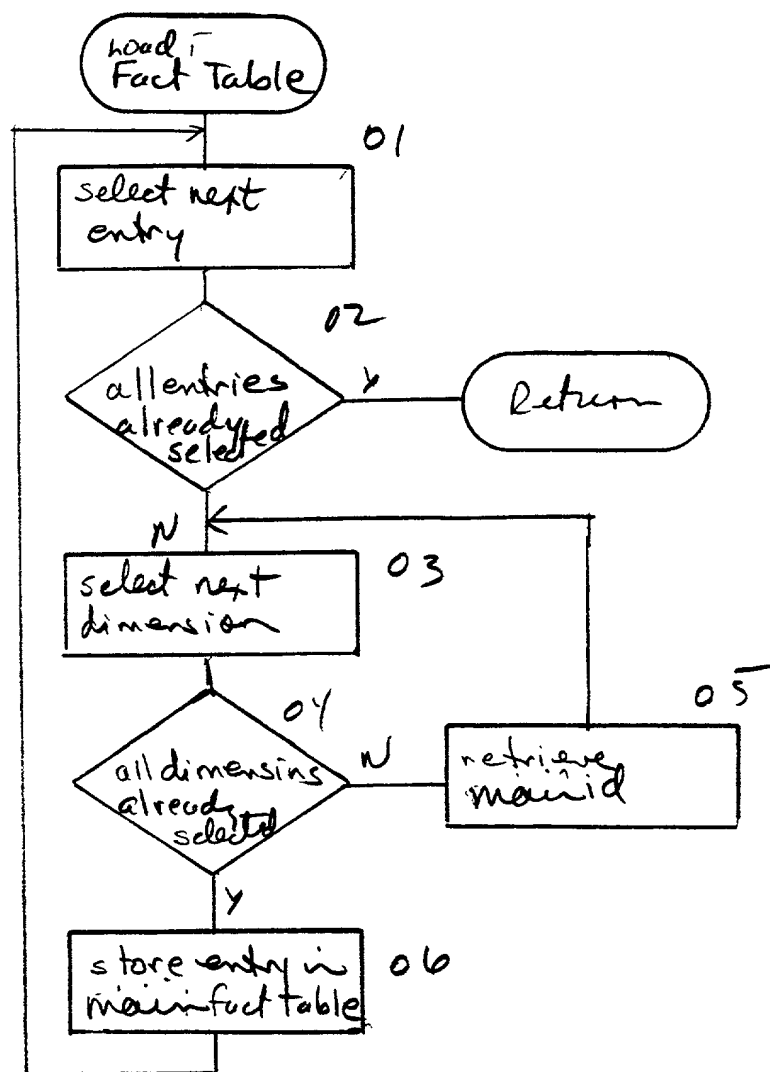


Fig 17

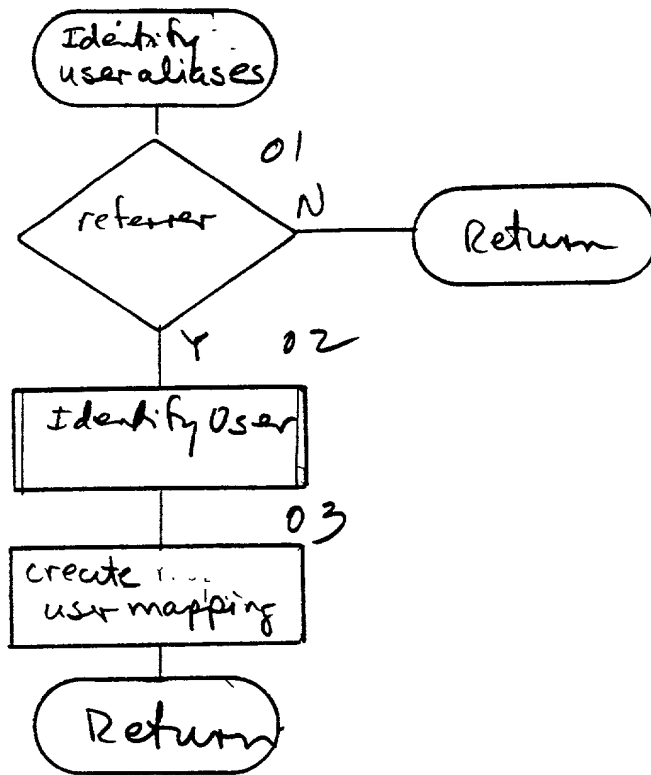


Fig 18

19007

digiMinePowering your data
for business advantage

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Unlock the Power of Your Data

You need to know more about your customers and
about your business - and you need to be able to act
on that knowledge.

digiMine will uncover valuable business intelligence and enable you to
take immediate action by delivering advanced analytics and
personalization tools.

digiMine provides you with intuitive reports that have key metrics on
customer behavior, site performance, product sales, content
consumption, marketing campaign effectiveness, browser to buyer
conversion, customer segment identification and much, much more.
digiMine's data mining services also deliver predictive applications that
give you the ability to personalize web content, cross-sell and up-sell.

Best of all, our application service provider (ASP) model allows us to
provide you with an affordable solution that is quick to deploy and easy
to use.

[Learn more »](#)

Contact Us

To request additional information about digiMine, please fill out our
[information request form](#).

UPSIDE EVENTS



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Service Ben

See why [digiMine](#)
data warehousing
mining solution for
eBusinesses.

digiMine Cu

Do you have a pas
technology, custom
and a desire to win
check out our curr
[openings](#).


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19007 1901 1903 1905 1907 1909

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Fig. 19A

1901 1903 1905 1907 1909



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digimineSM SERVICES

Overview

Overview of digimine services

digimine is setting new standards in the delivery of advanced analytics, data warehousing and data mining for eBusinesses. As an application service provider (ASP), we deliver a comprehensive and affordable solution that is quick to deploy and easy to use.

What truly sets digimine apart from the competition is our ability to go far beyond today's web reporting services by using the most powerful data mining and personalization tools. By applying high-end data mining algorithms to the full range of click stream, user registration, product catalog, campaign and transaction data, we provide you with the most relevant business intelligence. And we enable you to take action with precision and speed.

digimine(SM) Services include:

1. digimine Warehousing Services ~ 1912
2. digimine Analytic Services ~ 1914
3. digimine Data Mining Services ~ 1916
4. digimine Data Enhancement Services ~ 1918


1915

Data Sheet

[Download the digimine Services Data Sheet](#)

(91 KB, Requires [Adobe Acrobat Reader](#))

10005224 120503



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Fig. 19B

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digiMine™ SERVICES

Overview

Building a comprehensive data warehouse is the first fundamental step in creating strong analytics and personalization. digiMine will take your data from multiple sources including click stream, transaction, product, campaign and user profiles to create a robust data asset.

Our scalable data warehousing infrastructure enables us to build large warehouses that are capable of holding data for the most data intensive businesses, even those as big as the Media Metrix top 50.

1. digiMine Warehousing Services
2. digiMine Analytic Services ~ 1914
3. digiMine Data Mining Services
4. digiMine Data Enhancement Services

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Fig. 19C



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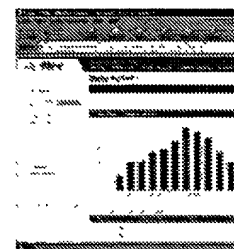
take the quiz

how digimine works

digiMineSM SERVICES

Overview

We provide advanced analytics to you through intuitive, interactive and customizable reports. You can quickly get a top-level view of your customers or you can drill down to specifics 24 hours a day, 365 days a year. We provide you with reports that are relevant and enable you to take action with confidence. Our reports include analytics on:

**Site Usage**

Traffic, Referral, path analysis, key words

Integrated Marketing Campaign Analysis

Online advertising, e-mail, affinity and loyalty programs

Customer Analysis

Demographic, psychographic, recency and frequency

User Action Analysis

RFQ, registration, auction

Shopping Cart Analysis

Conversion and abandonment

1. [digiMine Warehousing Services](#)
2. [digiMine Analytic Services](#)
3. [digiMine Data Mining Services](#) ~ 1916
4. [digiMine Data Enhancement Services](#) ~ 1918

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Fig. 19 D

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digiMine™ SERVICES

Overview

digiMine applies advanced data mining algorithms to provide you with the most powerful analytics available. Our algorithms identify patterns in the data that can deliver new insight into your customers. These analytics, coupled with our interactive reporting interface, give you the intelligence you need to make timely decisions with confidence.

- Personalization
- Cross-sell and Upsell
- Churn management
- Affinity Analysis - Product, Content, Event
- Customer Segmentation

1. [digiMine Warehousing Services](#)
2. [digiMine Analytic Services](#)
3. [digiMine Data Mining Services](#)
4. [digiMine Data Enhancement Services](#) ✓ 1918

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Fig. 19E



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digIMineSM SERVICES

Overview

digIMine(SM) Data Enhancement Services are helpful tools that make your data more valuable and more usable. These services can also help you reduce marketing costs by correcting addresses and eliminating duplicates.

digIMine(SM) Address Validation/Correction - digIMine can validate and correct customer addresses using information from the USPS. digIMine's address validation and correction services include: National Change of Address (NCOA), Locatable Address Correction Service (LACS) and Delivery Sequence File (DSF) processing.*

digIMine(SM) Merge/Purge - digIMine can also merge lists and purge duplicates. This service enables you to eliminate duplicate records and records that map to the same address (householding).

** NCOA, LACS and DSF are trademarks of the United States Postal Service*

1. [digIMine Warehousing Services](#)
2. [digIMine Analytic Services](#)
3. [digIMine Data Mining Services](#)
4. [digIMine Data Enhancement Services](#)

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Fig. 19F



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digiMineSM SERVICES

Service Benefits

digiMine(SM) Services make understanding your customers and your business easy. And we alleviate the frustrations associated with deploying and using a home-grown data warehousing and data mining solution.

Powerful data mining tools

Our data mining-powered reports provide you with unparalleled intelligence. We give you the tools to enable personalization that precisely targets content and maximizes up-sell and cross-sell opportunities.

Easy to use

digiMine(SM) Reporting Services are intuitive and organized to deliver relevant insight instantly. Our interactive reports allow you to customize the view of your analytics.

A comprehensive data asset

digiMine builds a robust, scalable and secure data warehouse for you that combines the full range of clickstream, user-registration, product, campaign and transaction data.

Quick to deploy

digiMine offers fast time-to-deployment. In fact, a typical installation allows us to setup and begin daily reporting within a few days. In many cases, customers begin to realize the value of digiMine(SM) Services in as little as 24 hours.

Affordable

Our web-based ASP model allows us to deliver a powerful, high-end service that is both efficient and affordable. Setup costs are minimal and do not require additional IT resources. A monthly fee covers all expenses related to hardware, software, operations and reporting.

... digiMine offers:
the fastest time to
deployment and
data mining

... Data Sheet
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Services Data Sheet](#)

(91 KB, Requires [Adobe
Acrobat Reader](#))

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Fig. 19G

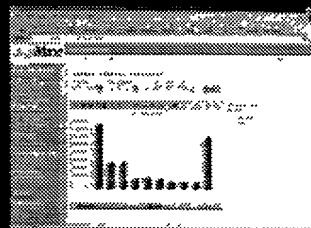
Unlock the Power of Your Data

Overview

If you're like most businesses, you are generating huge volumes of valuable data - data that can reveal the likes and dislikes of current and potential customers about your products, services and web site. Do you have the infrastructure and tools in place to turn your data into actionable business intelligence?

digiMine, Inc. is setting new standards in the delivery of powerful analytics and personalization for eBusinesses. Our data mining services provide you with intuitive reports to understand customer behavior, marketing campaign effectiveness, sales trends, browse-to-buy conversion, customer segment identification and much more. digiMine's data mining services also deliver predictive applications that give you the ability to personalize web content, cross-sell and up-sell.

digiMine is the only true ASP (application service provider) for sophisticated data warehousing and data mining solutions. We go far beyond today's web-reporting packages by building a comprehensive data warehouse and by applying data mining tools to the full range of click stream, user registration, product catalog, campaign and transaction data. And our ASP model enables us to provide you with an affordable solution that is quick to deploy and easy to use.



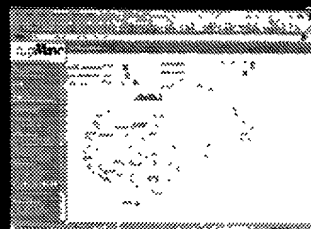
Service Benefits

Powerful data mining tools

Our data mining-powered reports provide you with unparalleled intelligence. We give you the tools you need to enable personalization that precisely targets content and maximizes up-sell and cross-sell opportunities.

Comprehensive data asset

We take your multiple sources of data and build a robust data warehouse for you - a fundamental step in extracting the greatest value from your data. Our scalable data warehousing infrastructure enables us to build customer specific warehouses that are capable of holding data for the most data intensive businesses.



digiMine, Inc.'s reports provide actionable insight into customer behavior.

Take the Quiz: Do you know enough about your customers?

1. How many customers came to your site yesterday?
2. How many were first time visitors?
3. Can you get a list of those new customers and send them a personalized thank you the next day?
4. What are the top 10 most visited product areas on your site?
5. What products should you consider making "loss leaders" to attract new customers?
6. What are your top ten selling products or services? Have they changed in the last month?
7. How many shoppers go through your homepage per session?
8. Which marketing promotions are most effective at driving new customers to your site?
9. Which customers are likely to "churn" and which are loyal shoppers on your site?
10. What is the expected "lifetime value" of your customer?

How many of these questions can you answer today? You're not alone if you can only answer a few. With digiMine, you will be able to answer these questions and more.

Fig 19I

Affordable

Our web-based ASP model allows us to deliver a powerful, high-end service that is efficient and affordable. Set-up costs are minimal and do not require additional IT resources. Fixed monthly fees cover all expenses related to hardware, software, operations and reporting.

Easy-to-use

digIMineSM Reporting Services are intuitive and organized to deliver relevant insight instantly. Our interactive reports allow you to customize your view of your analytics. And you don't have to be a statistician to understand your data.

Quick to deploy

digIMine offers the fastest time to deployment. In fact, a typical installation allows us to setup and begin daily reporting within a few days. In many cases, our customers have full analytics in less than 24 hours.

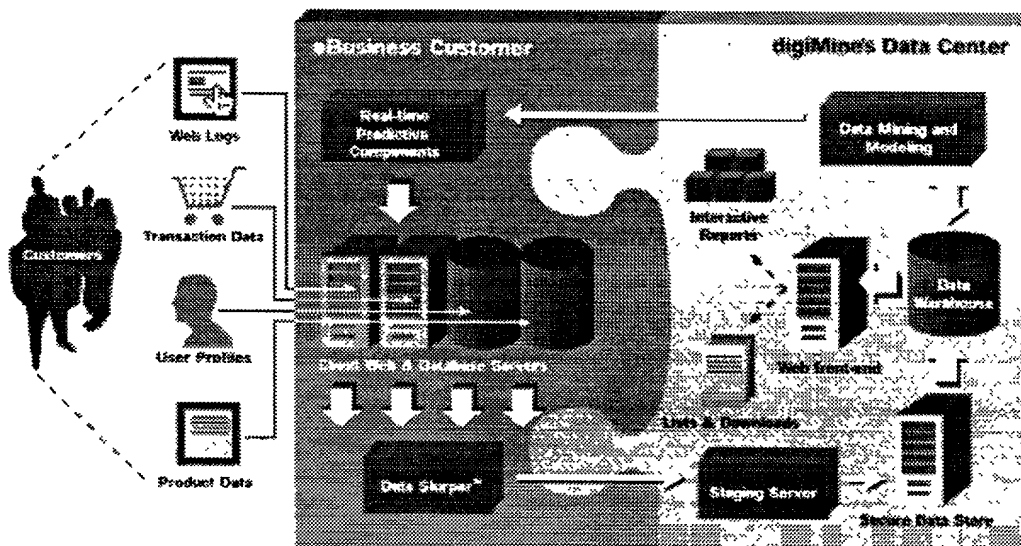
How digIMine Works

digIMineSM Services do not require you to invest in additional IT resources, nor do we require you to deploy data tags. We simply install a digIMine SlurperTM at your data center that encrypts and compresses your data for transmission at pre-determined times. digIMine's SlurperTM is a simple piece of software that has the ability to pull web server logs and gather data from any OLE-DB-compliant database - from Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall.

Once your data is transferred to digIMine's data center, it is parsed, cleaned and loaded into a secure data warehouse.

digIMine then produces detailed and accurate reports that are delivered 24 hours a day, 7 days a week, 365 days a year. You can access your reports through a dedicated https connection using a standard browser. The reports are completely secure and require user authentication. In fact, as an administrator, you have the ability to set various levels of access permission for different business users in your company. Your data is also made available for export.

digIMine provides data mining services for predictive applications. These predictive components give you the ability to personalize web content and cross-sell or up-sell products. Data mining components run in real-time on your web site or in batch applications, such as targeted e-mail.



For more information:

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digIMine, Inc.
11250 Kirkland Way
Kirkland, WA 98033

Tel: 425 896 1700
Fax: 425 896 1777

www.digIMine.com

digiMine

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digiMineSM SERVICES

Take the Quiz

With the abundance of sites on the Internet today, it's hard to get customers and keep them. Let's face it, if within 20 seconds your visitors are not presented with the specific content or list of products they're interested in, then there's little chance they'll return again.

How many of these questions can you answer today? You're not alone if you can only answer a few. With digiMine, you will be able to answer all of these questions and more.

- How many customers came to your site yesterday?
- How many were first time visitors?
- Can you get a list of those new customers and send them a thank you the next day?
- What are most visited products areas on your site?
- What products should you consider making "loss leaders" to attract new customers?
- What are your top selling products or services? Have they changed in the last month?
- How many shoppers go through your home page?
- Which marketing promotions are most effective at driving new customers to your site?
- Which customers are likely to "churn" and which are loyal shoppers on your site?
- What is the expected "life time value" of your customers?

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Fig. 19 J

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digiMine™ SERVICES

How digiMine Works

digiMine Services do not require any additional investment in IT resources, nor do we require you to deploy data tags. We simply install a digiMine Data Slurper™ at your data center that encrypts and compresses your data for transmission at predetermined times. digiMine's Data Slurper™ is a simple software application that has the ability to pull web server logs and gather data from any commercial database such as Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall. Alternatively, you can also send your data to us through a secure FTP transfer.

Once your data is transferred to digiMine's data center, it is parsed, cleaned and loaded into a secure data warehouse. We can also merge, purge, validate and correct your data.

We then apply data mining to produce insightful analytics. These analytics are generated and delivered to you through interactive reports and downloadable lists that are available 24 hours a day, 365 days a year. You can access your reports through a dedicated and secure connection using a standard browser.

Real-time data mining components (executables called from java or asp) are run independently of the digiMine data center to avoid any impact on site performance. These can be run in real-time on your web site or in batch applications such as targeted email.

digiMine's Data Slurper™ is a simple software application that has the ability to pull web server logs and gather data from any commercial database such as Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall. Alternatively, you can also send your data to us through a secure FTP transfer.

Data Sheet

[Download the digiMine Services Data Sheet](#)

(91 KB, Requires [Adobe Acrobat Reader](#))

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Fig. 19K

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COMPANY

Our Mission

digiMine's mission is to create value for all businesses by making data warehousing and data mining a profitable reality.

digiMine was born from the experience of our three founders, Nick Besbeas, Usama Fayyad and Bassel Ojeh. All three Microsoft veterans come from different disciplines — direct marketing, data mining, and data warehouse operations.

Through their experiences, they realized that the benefits of data warehousing and data mining delivered as a service, would enable e-businesses to derive the most value from their data for increased competitive advantage.

[management »](#)

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Fig. 19L



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COMPANY

Management

digiMine's executive team is responsible for the company's overall strategy and execution. The team includes executives in the areas of commerce and development, data warehousing, data mining and web database marketing.

Usama Fayyad

President & CEO, co-founder

Nick Besbeas

Executive VP Sales and Marketing, co-founder

Bassel Ojeh

COO, co-founder

Martin F. Vowels

Chief Financial Officer

Bob Bolan, Esq.

Vice President of Legal Affairs

Mayfield Fund
Second Avenue Fund
Cedar Grove Investments (Amazon.com, LoudEye, PhotoDisc)

Kellett Investments (InfoSpace.com, MCI WorldCom, eVite.com, CoinStar, meals.com, gear.com, Virtual Bank)

Sam Jadallah (Managing Director, Internet Capital Group; former Microsoft Vice President)

Robert Pollan (Managing Director, Internet Capital Group)

James Voelker (former Nextlink CEO)

Deutsche Bank Technology Fund (internet, financials, and telecom funder)

Silicon Valley Angels (involved in hottest early-stage companies today)

Fig. 19m



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Management

**Bob Bolan, Esq.**

Vice President of Legal Affairs

Bob@digiMine.com[< previous bio](#)[management home](#)

Bob Bolan is chief legal counsel and advises the management team and the board of directors on all legal affairs of the company.

From 1994 until joining the company in May of 2000, Bob served as Corporate Attorney at Microsoft Corporation where he practiced in a wide variety of corporate matters including intellectual property, licensing, litigation, acquisitions, strategic alliances and investments. He provided legal services to the Windows Platform Division, the Applications Division, the Microsoft Network, and Microsoft Research Division. Most notably, Bob led the development of the patent portfolio for Microsoft Research in Redmond, Cambridge and China, representing such diverse technologies as speech recognition, natural languages, operating systems, programming languages, cryptography, user interface design, artificial intelligence, graphics, vision, development tools, database and data mining.

From 1988 to 1994, Bob was a Member of Technical Staff at AT&T Bell Laboratories where he developed network features for high-capacity packet switches that formed the signaling infrastructure of the AT&T interexchange carrier network.

Bob received his J.D. from Capital University (1993) and was honored with membership to Order of the Coif. He also earned a Masters in Computer Science from Purdue (1988) and an Honors Bachelor of Arts in Classical Languages from Xavier University (1978). Bob is a member of the Washington State Bar, the Ohio Bar and is registered to practice before the US Patent and Trademark Office. He is a former extern of Judge James Graham of the United States District Court, Southern District of Ohio, and of Judge Alan Norris of the Sixth Circuit Court of Appeals.

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Careers

[Job Opportunities](#)

digiMine is looking for talented candidates and we usually have more than one opening in any of the following areas. Click on your area of interest to see current profiles and job descriptions.

[Research and Development](#)[Quality Assurance and Test](#)[Operations and Data Center](#)[Sales and Marketing](#)[Finance, General and Administration](#)[Legal](#)

To apply, please send your resume (in Microsoft Word format) to jobs@digimine.com. Please be sure to reference the job for which you are applying. Agencies and headhunters, please do not submit candidates through the web.

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Fig. 19P

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Careers

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Corporate Attorney - Intellectual Property

Responsibilities

- Principal responsibility for management of all patent procurement and conflict matters
- Review ideas for strategic importance and patent viability.
- Work closely with outside counsel to develop claim scope and prosecution strategy, and supervise them throughout the process.
- Analyze third party patents and determine best resolution, including licensing, product modification and liability studies.
- Counsel development and business clients on patent-related issues.
- Provide support for patent litigation.

Requirements

- Excellent academic credentials.
- 5+ years experience in patents required, including preparing and prosecuting patent applications, opinion work (invalidity/non-infringement), licensing, and/or litigation.
- Significant computer industry experience highly desirable.
- Advanced technical degree a plus

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digiMine wants to turn data into gold

seattle 

The algorithms and data-mining software created by Usama Fayyad have been used to find volcanoes on Venus and galaxies far, far away. Now the former scientist at NASA's Jet Propulsion Lab is using that same technology to create digiMine...

Press Inquiries

Please direct all press inquiries to press@dithe sixth annual WSA j
achie

2/1/01

Recent Press Announcements

January 17, 2001 - Technology Review, MIT's Magazine of Innovation, Names digiMine CEO Usama Fayyad to TR10 »

December 18, 2000 - digiMine Teams with EMC to Power Data Warehousing and Data Mining Service »

digiMine Service
finalist for Industry
Award's **Business**

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Press Releases

- ✦ **January 17, 2001** - Technology Review, MIT's Magazine of Innovation, Names digiMine CEO Usama Fayyad to TR10
- ✦ **December 18, 2000** - digiMine Teams with EMC to Power Data Warehousing and Data Mining Service
- October 30, 2000** - digiMine Wins Upside Preview Fall's "Best of Show" Award During Internet World 2000
- October 26, 2000** - digiMine Awarded Overall 'Best of Show' at Upside Events' Fourth Annual Preview Fall Media Reception
- ✦ **October 3, 2000** - digiMine Delivers Hosted Data Warehousing and Data Mining Services, Built on Microsoft's .NET Platform
- ✦ **September 18, 2000** - digiMine, Inc. Launches The First Advanced Business Intelligence Service
- ✦ **September 11, 2000** - Mayfield Fund Leads digiMine's \$20 Million Second Round Funding
- ✦ **August 15, 2000** - digiMine Bolsters Executive Team With Former Microsoft Attorney
- ✦ **May 25, 2000** - digiMine Next Generation eBusiness Intelligence Service Provider Hires Key Executive
- ✦ **April 3, 2000** - digiMine Founded to Offer Next Generation eCommerce Analytics and Personalization Solutions

1956

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Fig. 19-S

digiMine

MAIN

SERVICES

COMPANY

MEDIA CENTER

CUSTOMER

Customer Log In

Welcome. Please enter your case-sensitive User ID, Password, and Company.

user name	<input type="text"/>
password	<input type="password"/>
company	<input type="text"/>
<input type="submit" value="Submit"/>	

1960

Did you forget your password? Please [contact](#) your account manager.

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Fig. 19T

FIG. 190

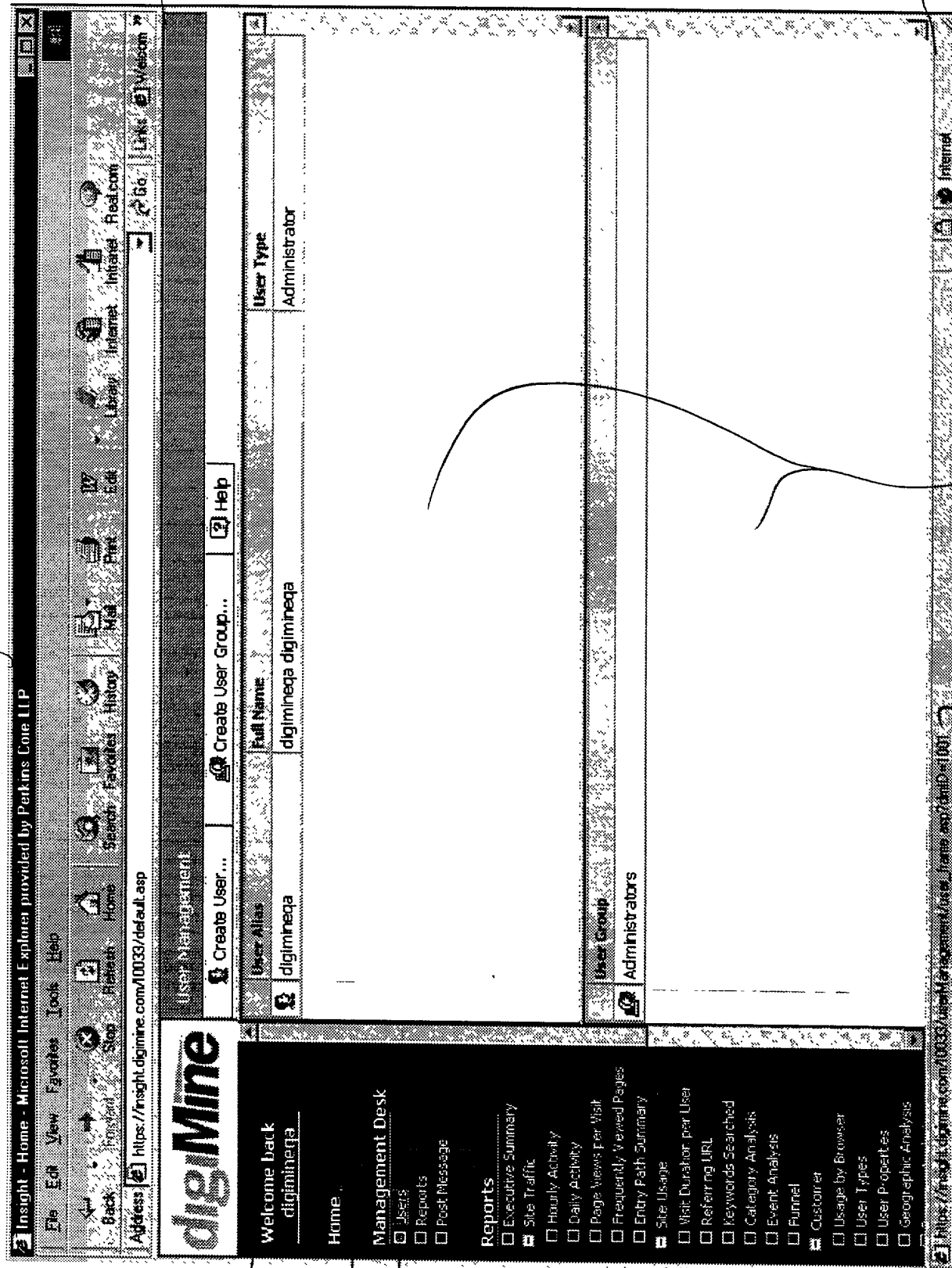


Fig. 190

1971

1980

1977

1972

1920

1975

10302T 4225000T

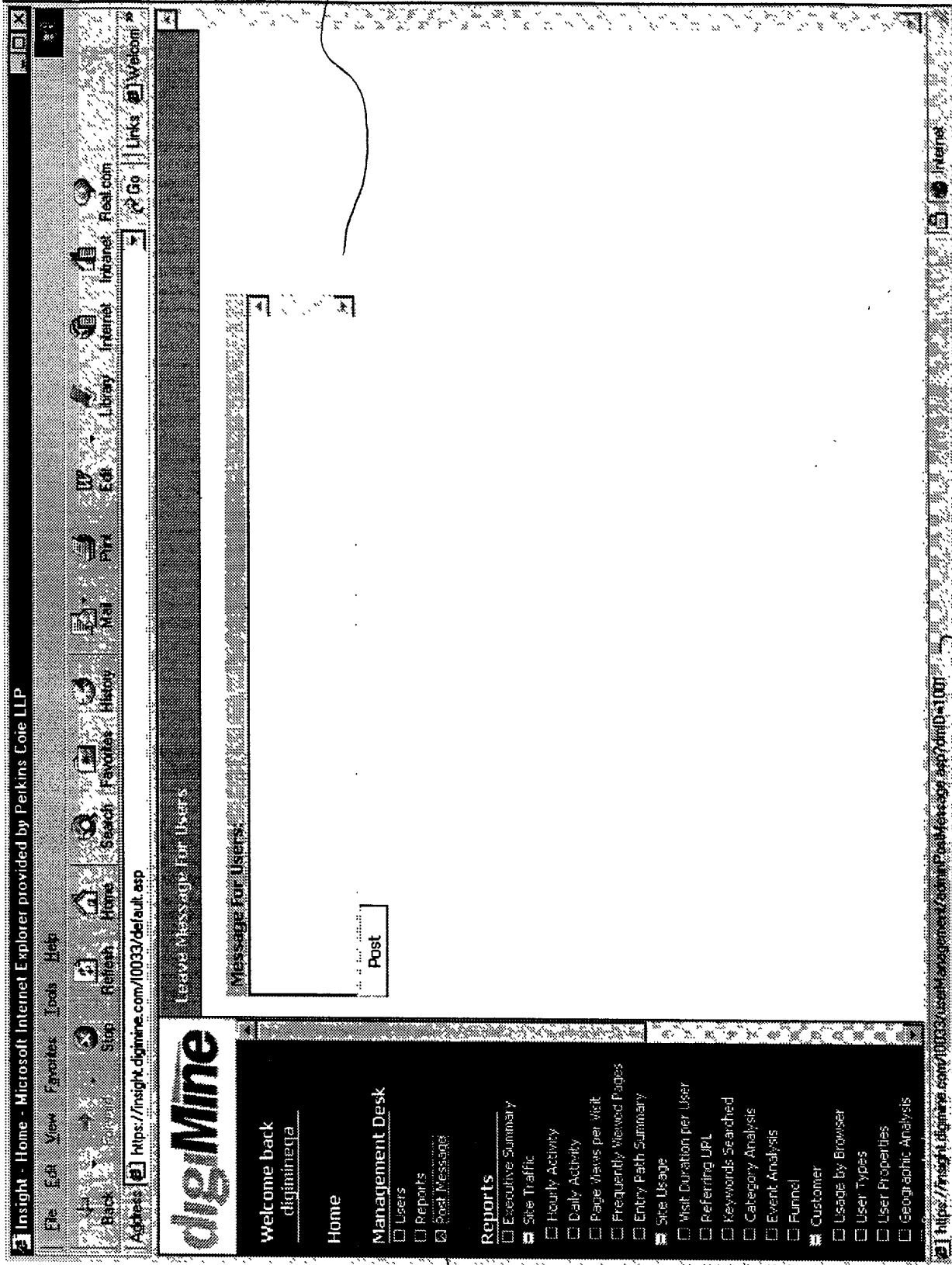


Fig. 19V

105027 4250007

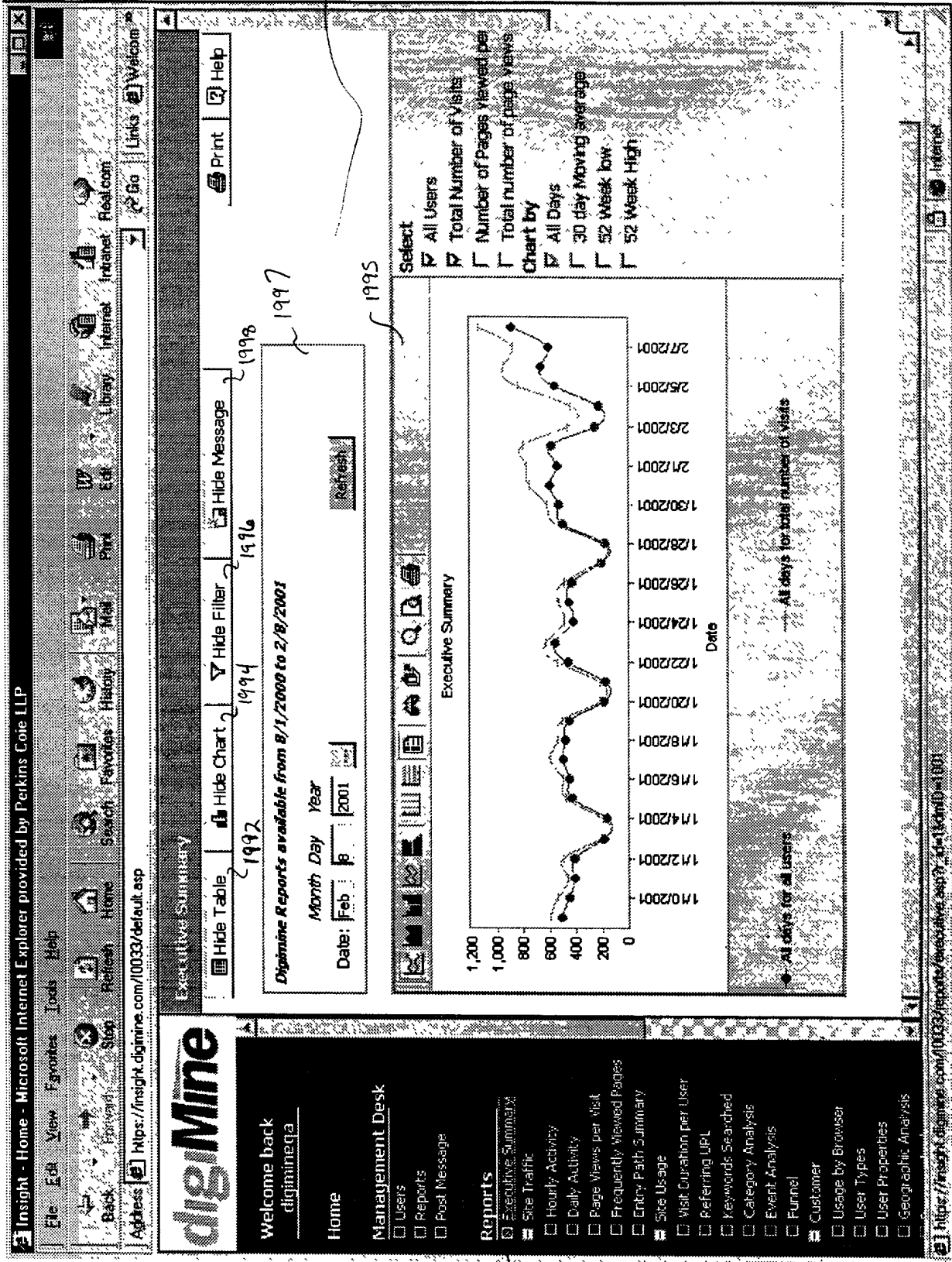


Fig. 19W

105021" 1225000T

1983

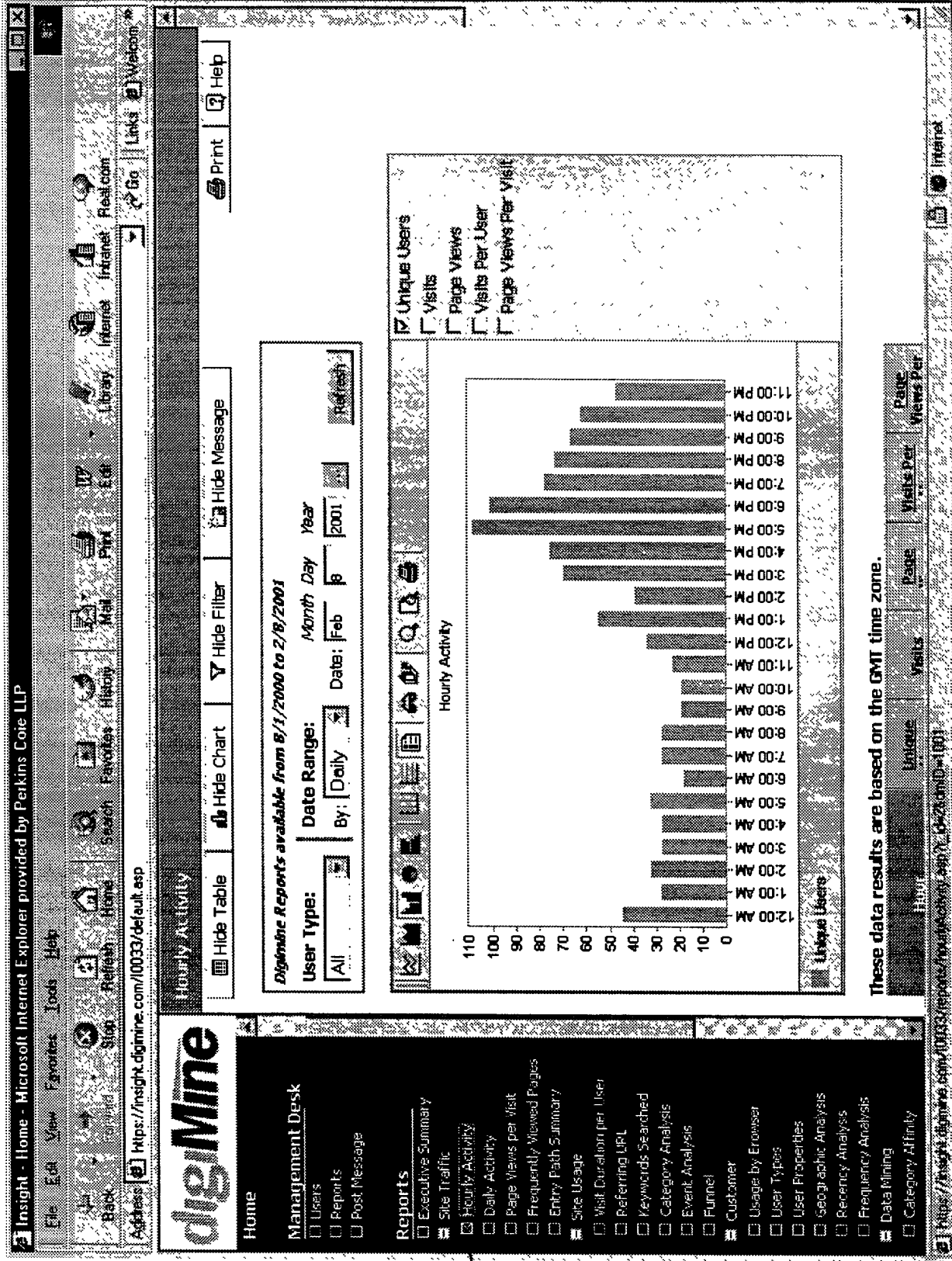


Fig. 19X

105027-42250001

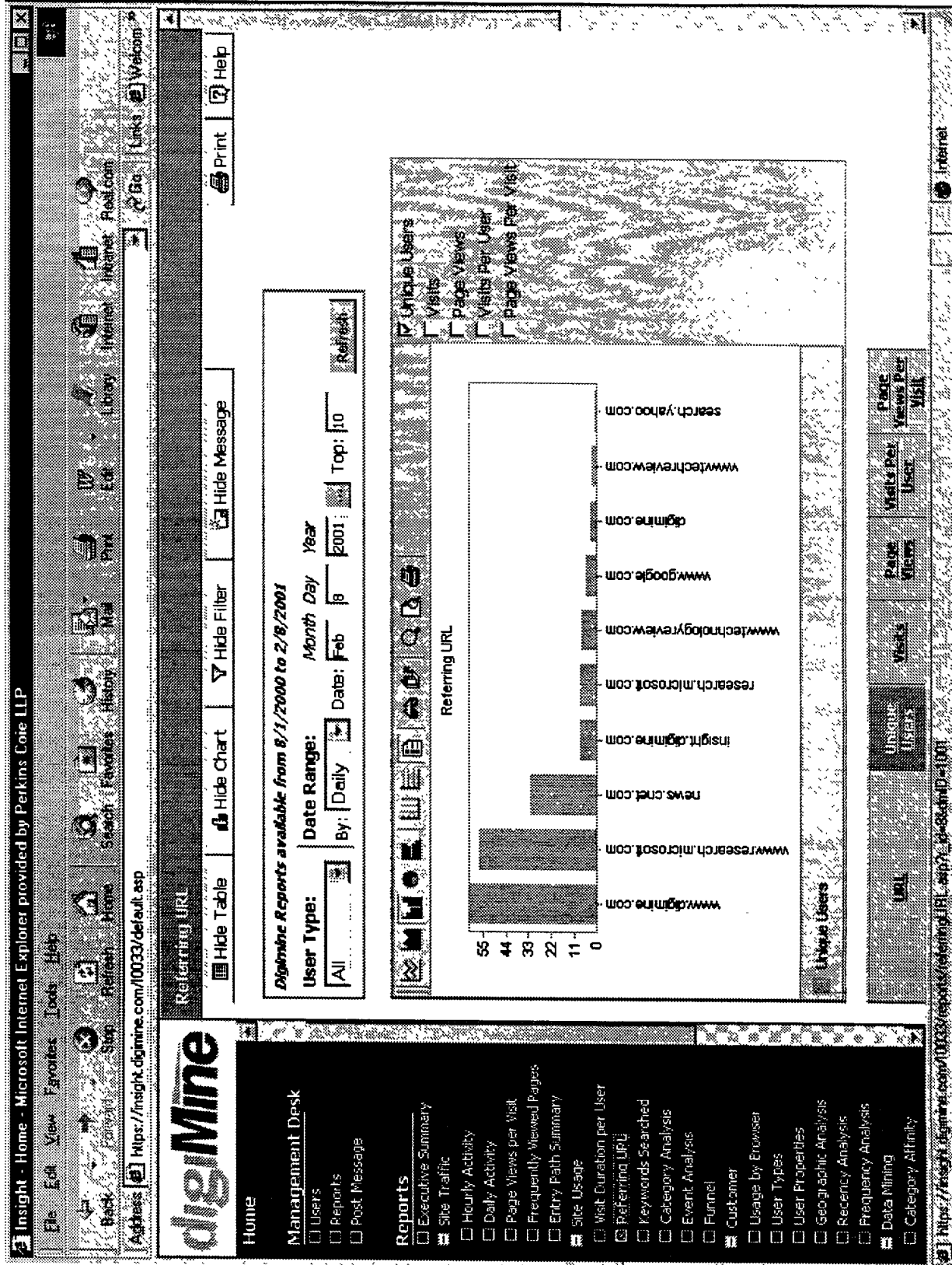
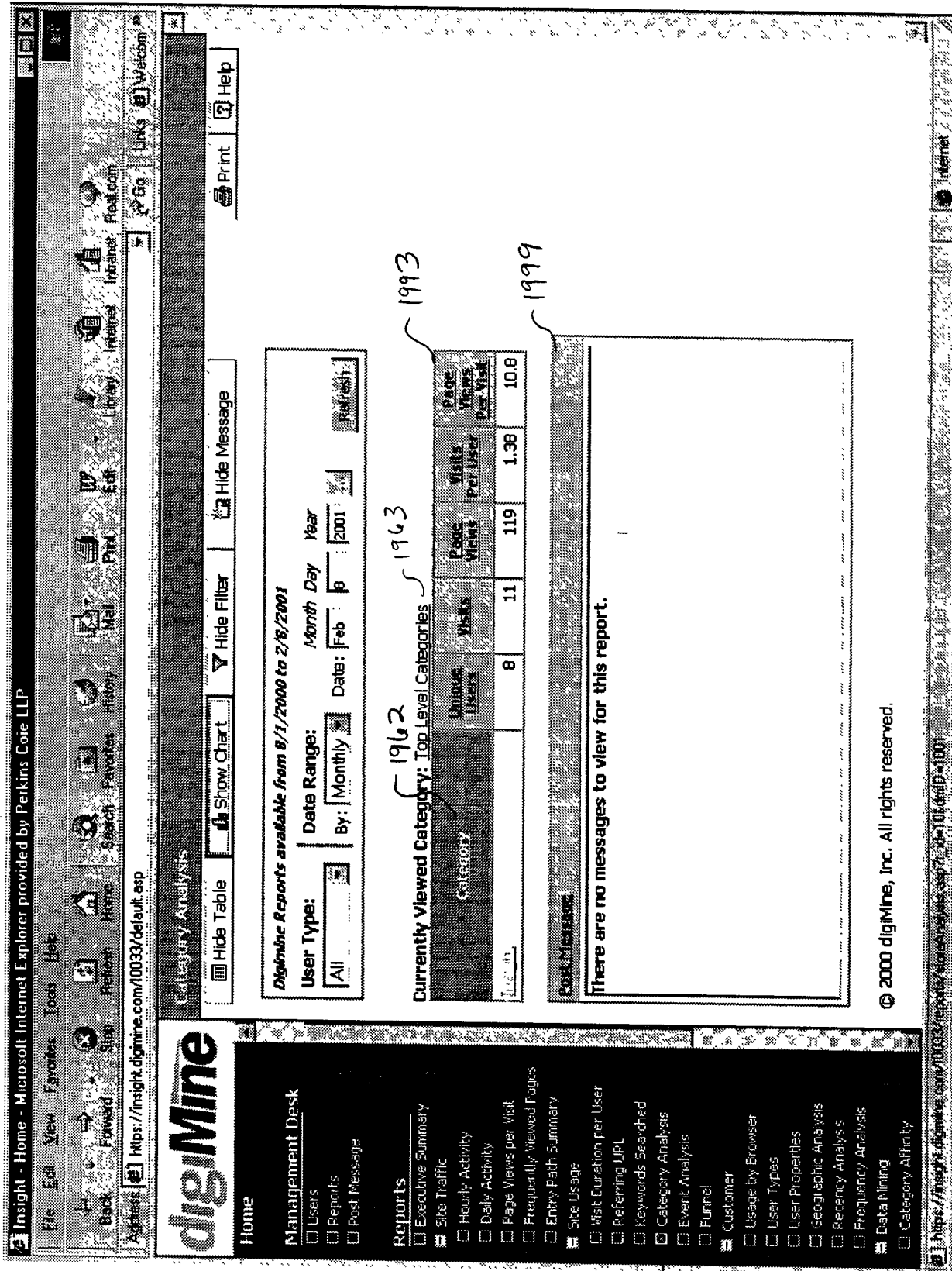


Fig 19V

984

105021" 4225000T



Example Hierarchical Category Selection

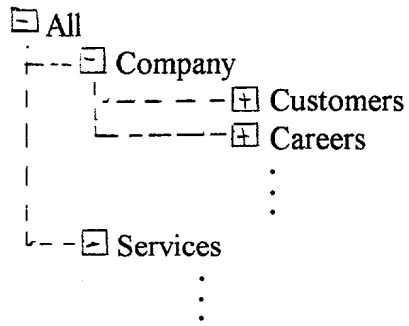


Figure 19AA

10005224-120501
T0502T-422500T

T05021"4225000T

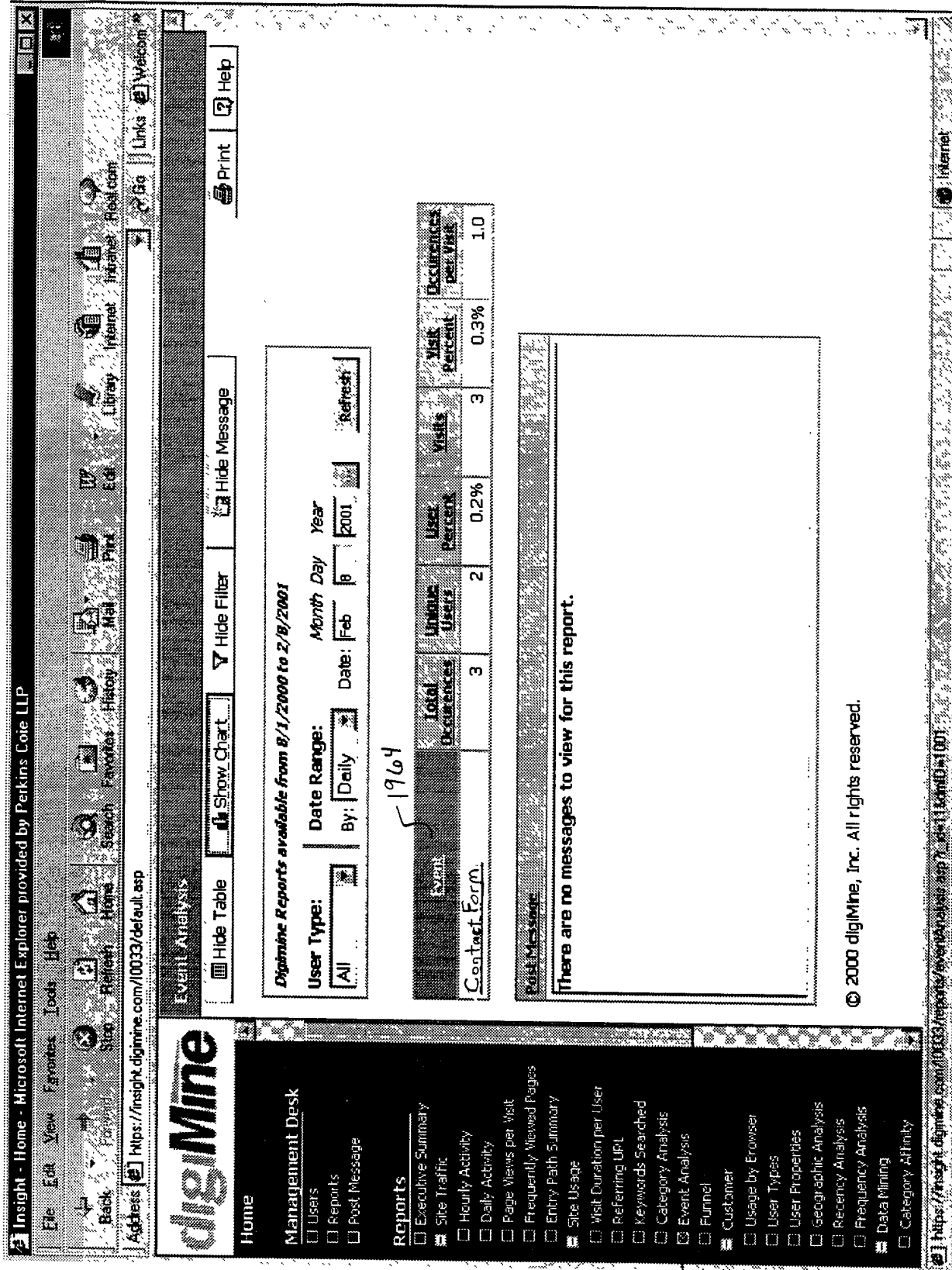


Fig. 19AB

1050221-4250001

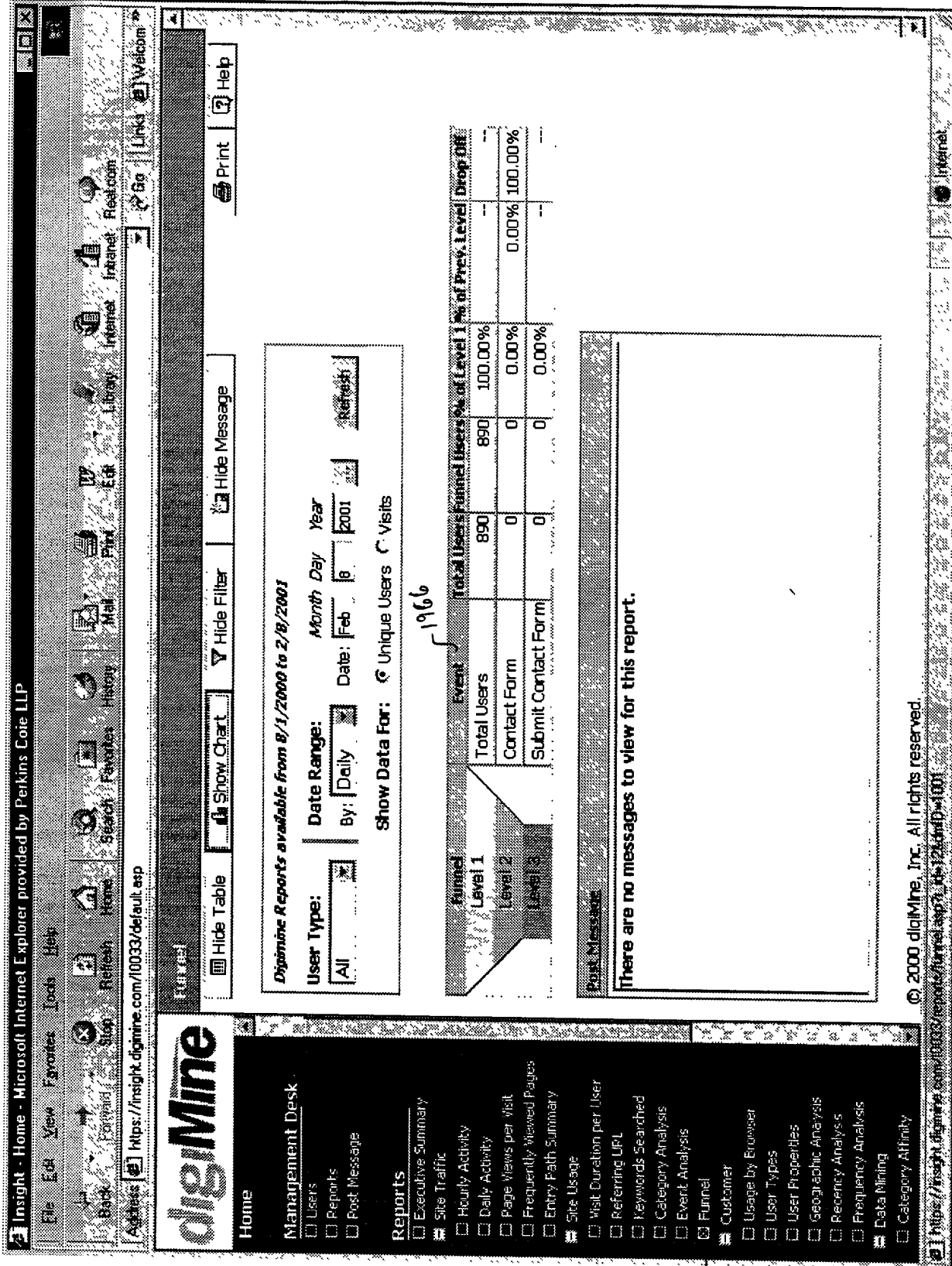


Fig. 19AC

FOI b7E b7C b7D b7F b7G b7H b7I b7J b7K b7L b7M b7N b7O b7P b7Q b7R b7S b7T b7U b7V b7W b7X b7Y b7Z

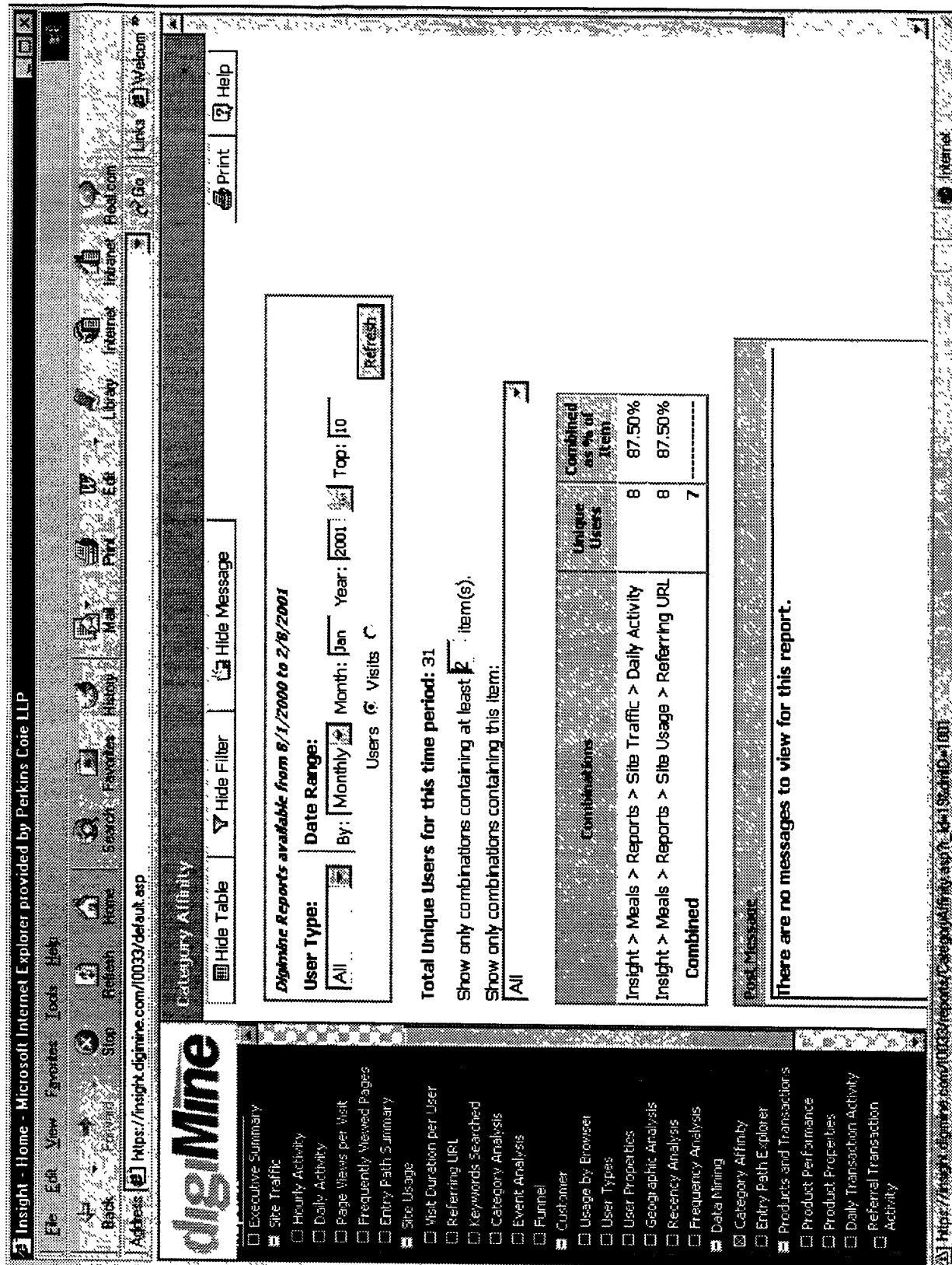


Fig. 19AD

105021" 42250001

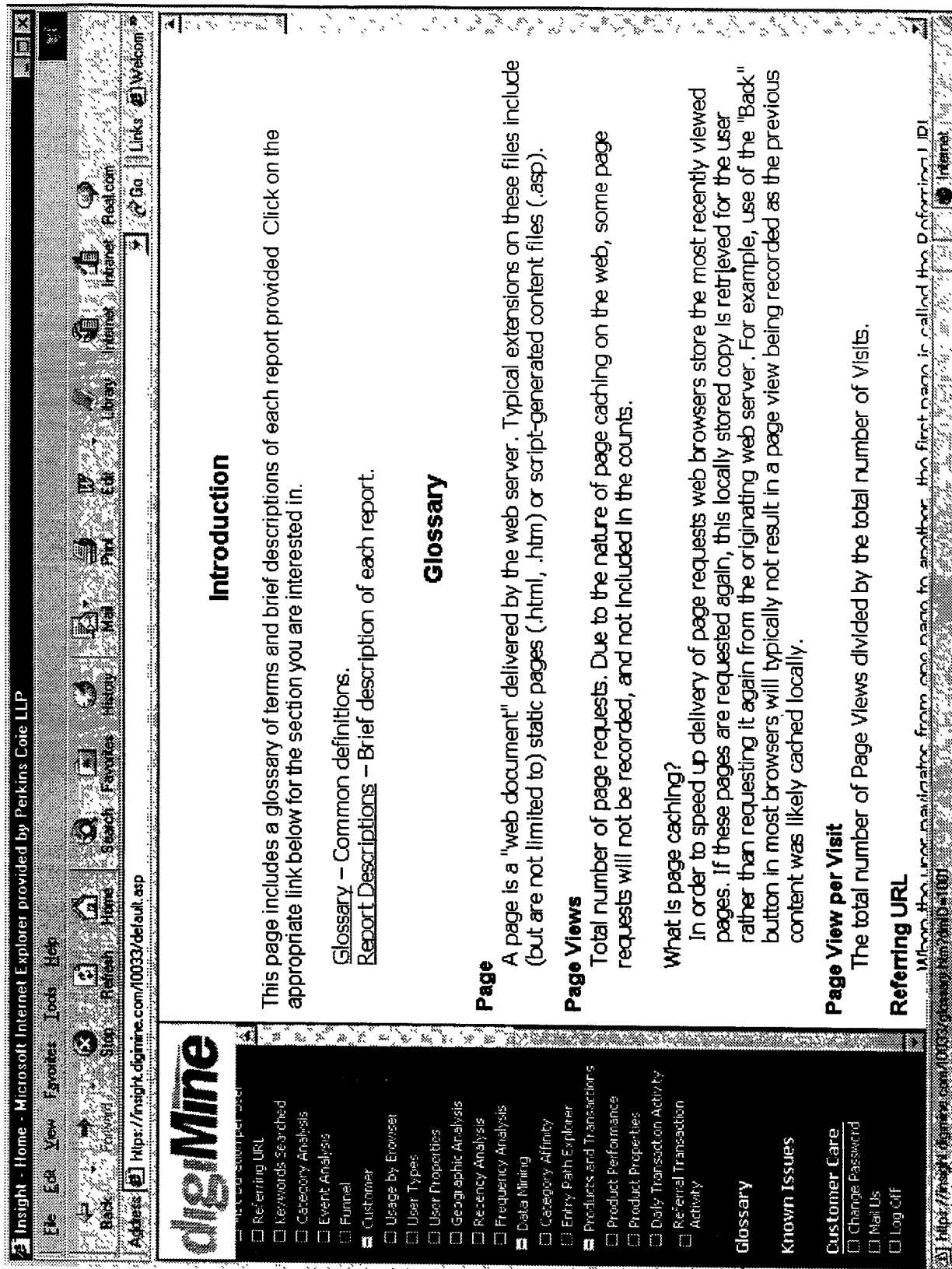


Fig. 19AE


[Home](#)
[Services](#)
[Partners](#)
[Media Center](#)
[Contact Us](#)
[Service benefits](#)
[Take the quiz](#)
[How digiMine works](#)
digiMineSM SERVICES

Overview

[View our services in Spanish](#)
[Data Sheet](#)
[Download the digiMine Services Data Sheet](#)

 (91 KB, Requires [Adobe Acrobat Reader](#))

digiMine is setting new standards in the delivery of advanced analytics, data warehousing and data mining for eBusinesses. As an application service provider (ASP), we deliver a comprehensive and affordable solution that is quick to deploy and easy to use.

What truly sets digiMine apart from the competition is our ability to go far beyond today's web reporting services by using the most powerful data mining and personalization tools. By applying high-end data mining algorithms to the full range of click stream, user registration, product catalog, campaign and transaction data, we provide you with the most relevant business intelligence. And we enable you to take action with precision and speed.

digiMine(SM) Services include:

1. [digiMine Warehousing Services](#) ~ 1912
2. [digiMine Analytic Services](#) ~ 1914
3. [digiMine Data Mining Services](#) ~ 1916
4. [digiMine Data Generation Services](#) ~ 2005

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Fig. 20

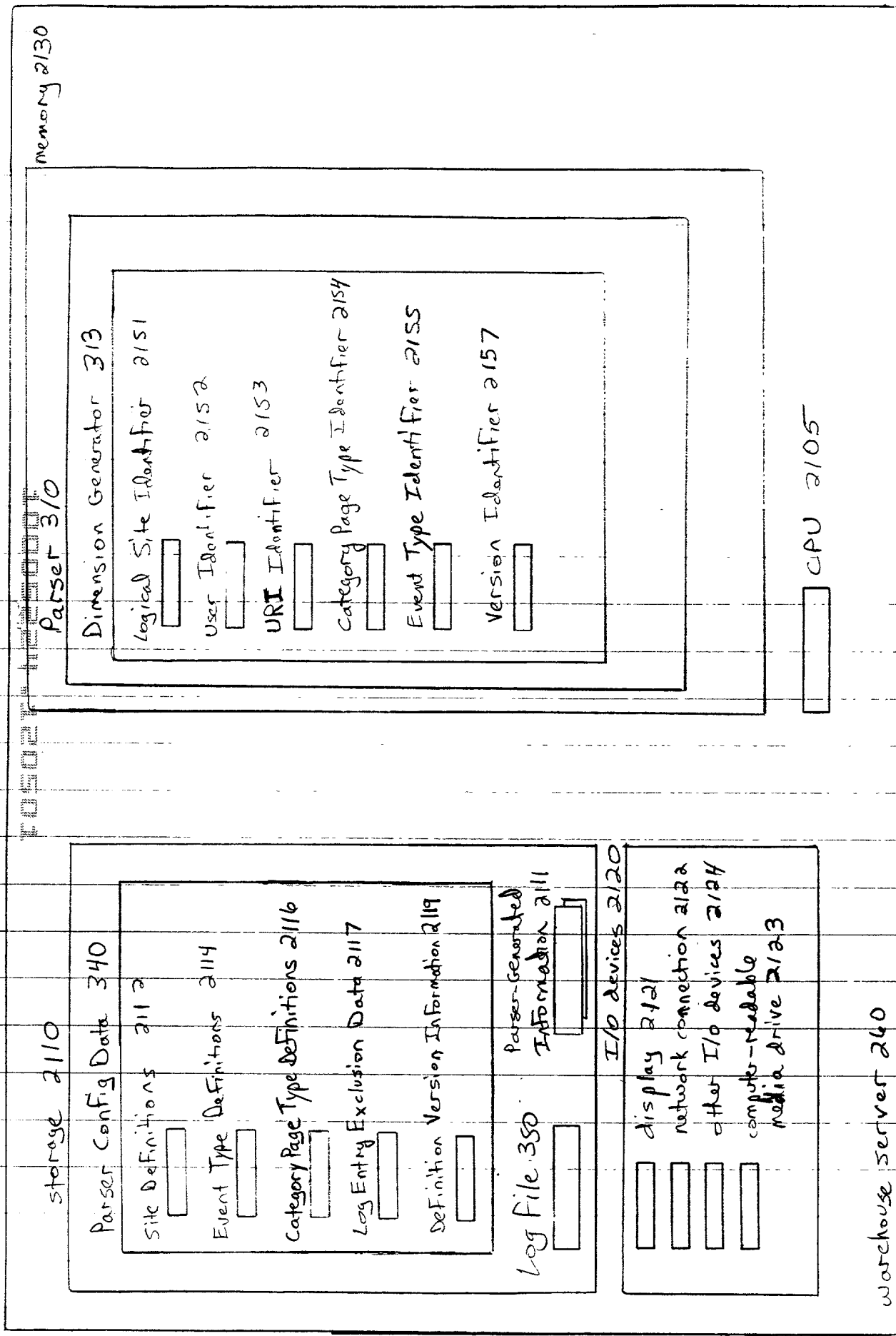


Fig. 21

Fig. 22A

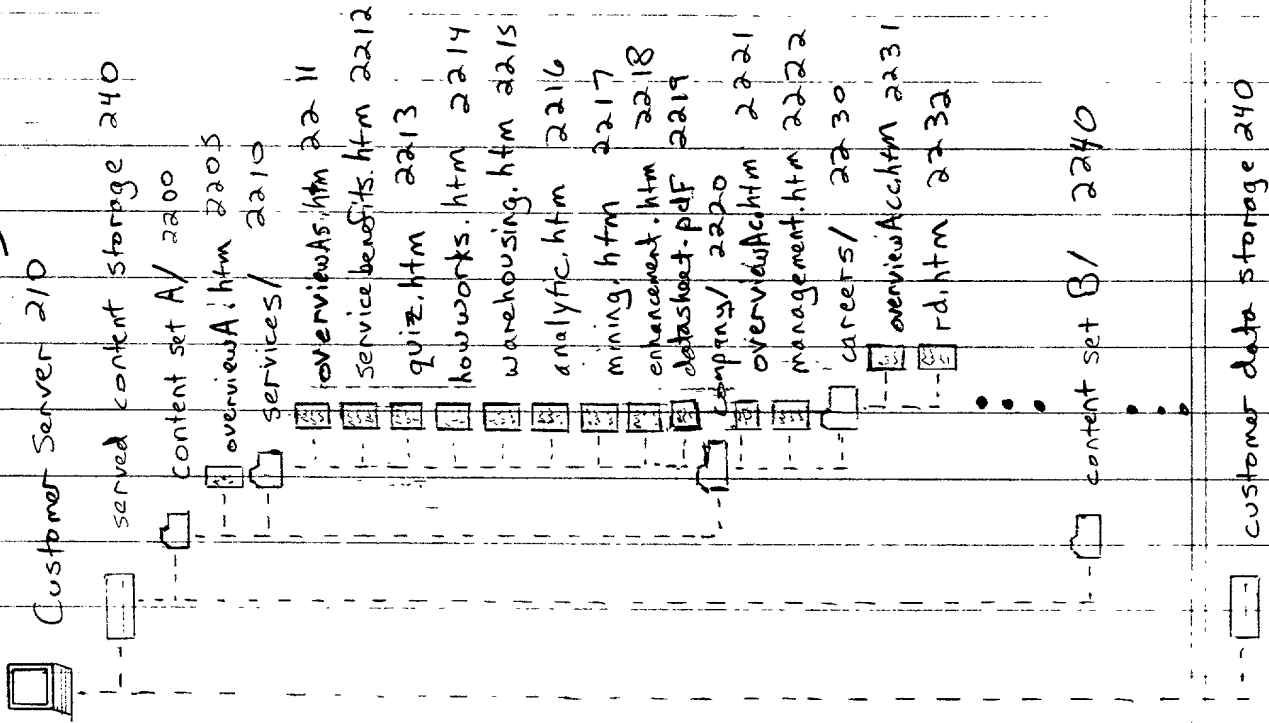


Fig. 22B

2251 Content Set A Category Hierarchy Table 2250

Category	ID	Category Parent
Services	1	-
Company	2	-
Media Center	3	-
Analysis	4	-
Service Benefits	5	1
Take The Quiz	6	1
...		
Careers	20	2
...		
R&D	30	20
QA	31	20
...		

2261 Content Set A Content Category Table 2260

Content	Category Page Type Definition ID
overviewA.htm	-
overviewAs.htm	1
servicebenefits.htm	1
...	
rd.htm	30
...	

Fig. 23

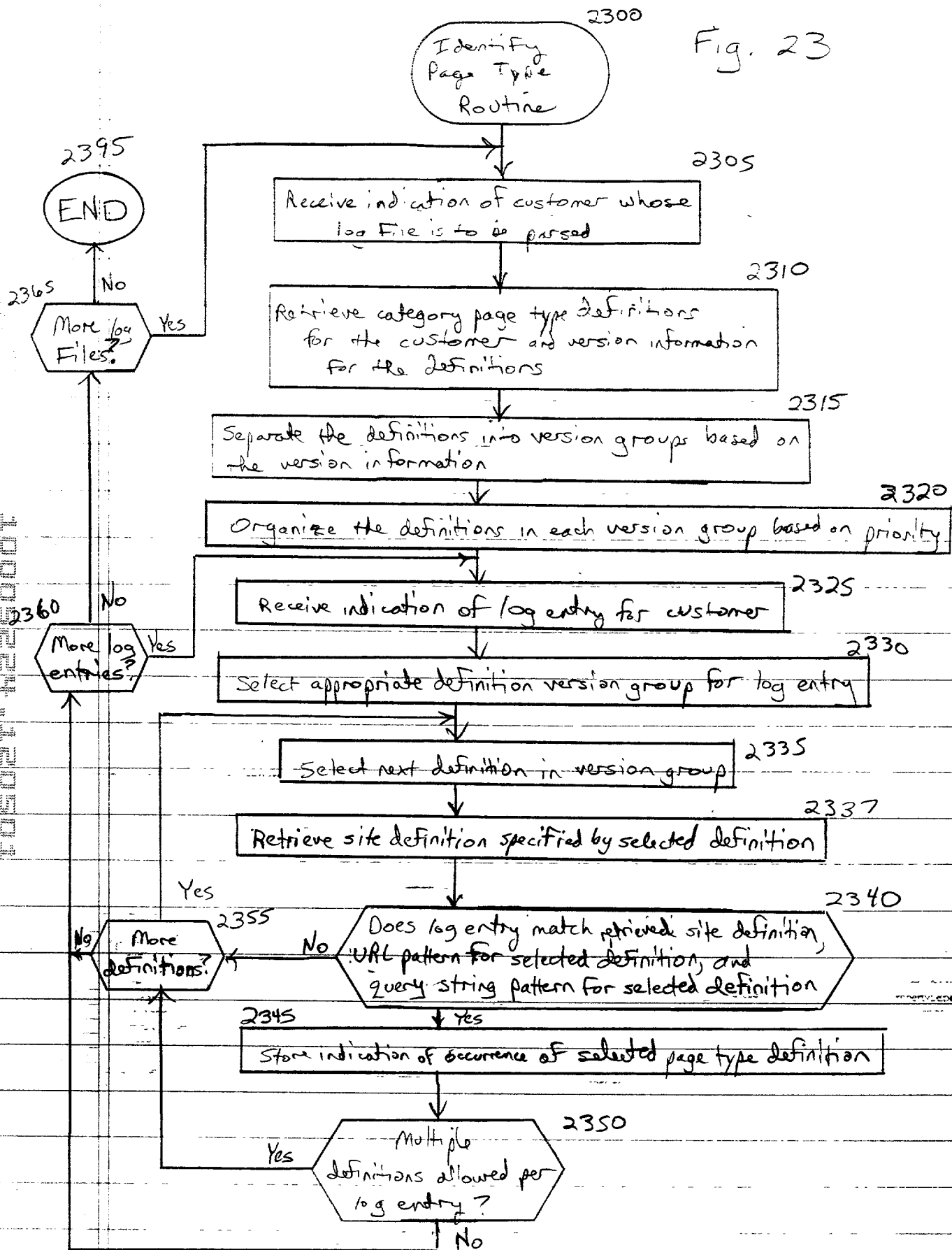
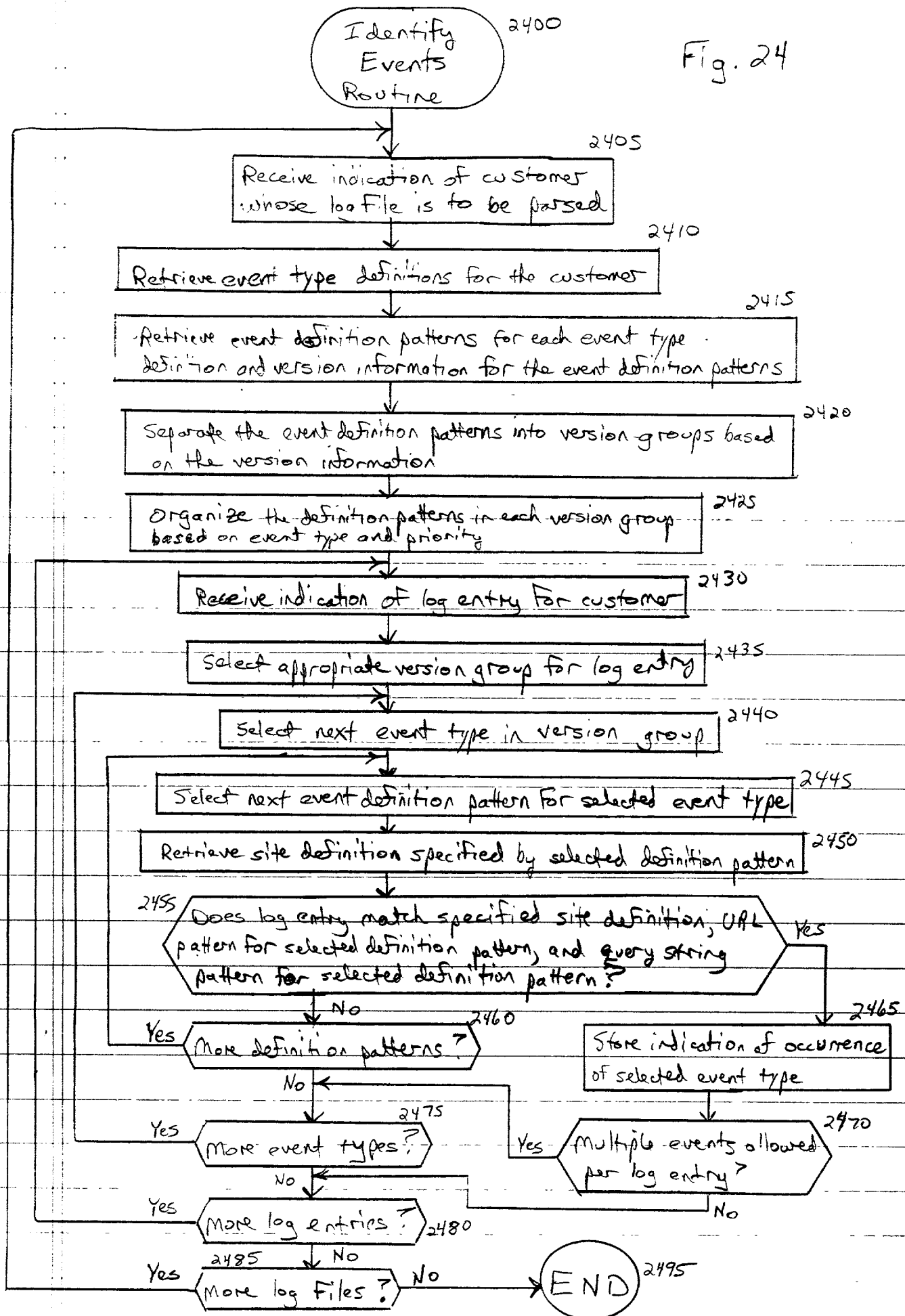


Fig. 24



2500
Generate
Interaction Data
Report Routine

Fig. 25

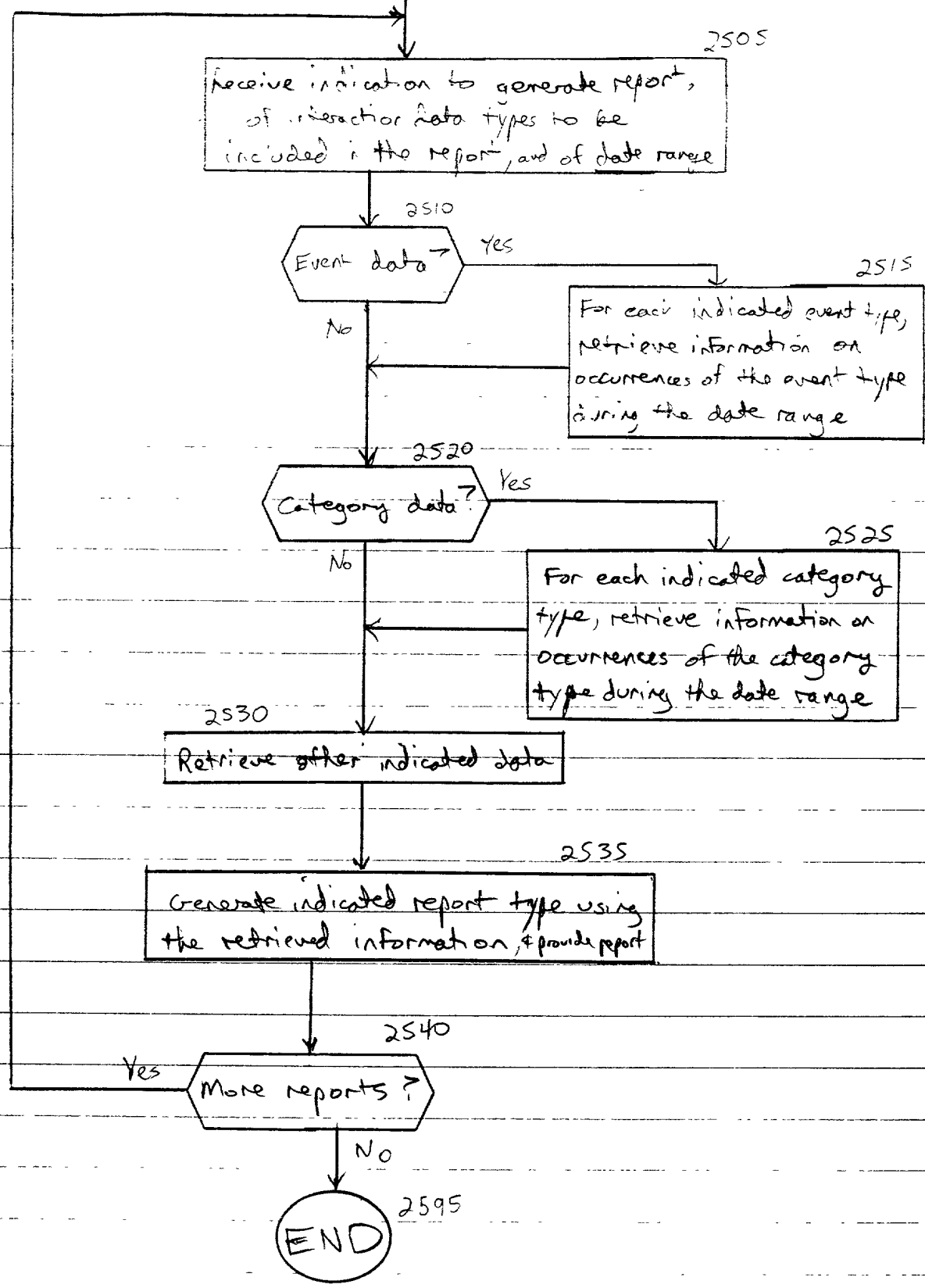


Fig. 26

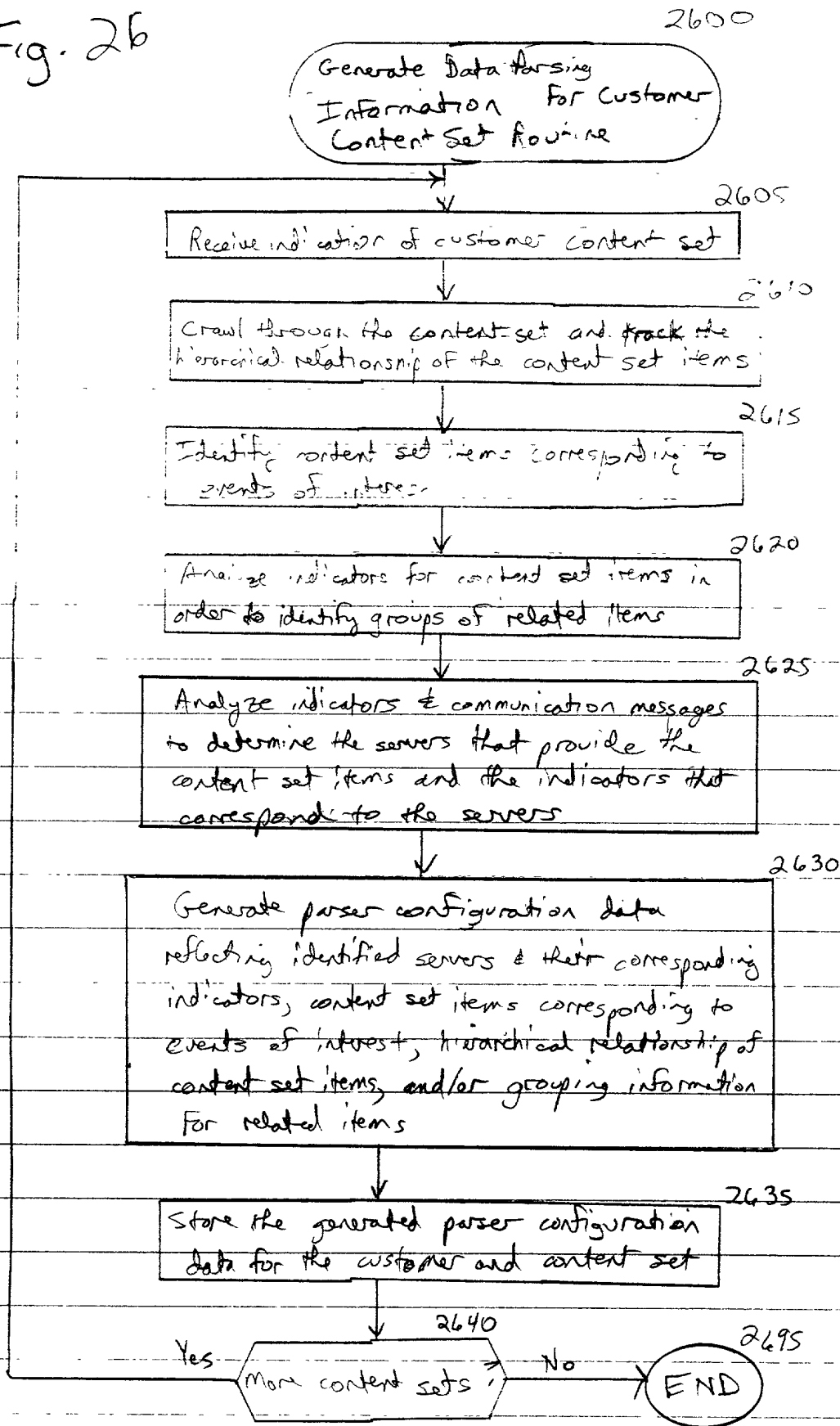


Fig. 27A

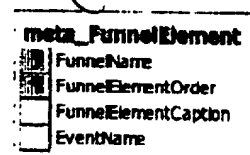
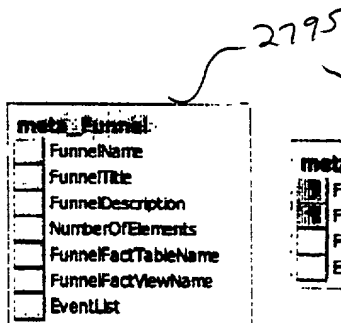
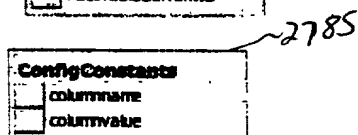
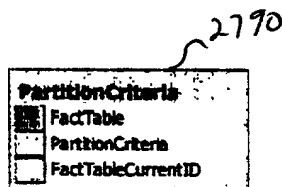
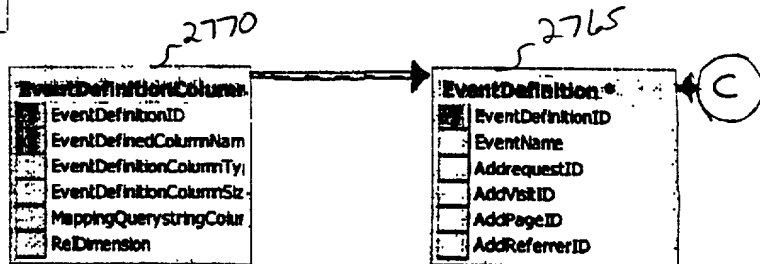
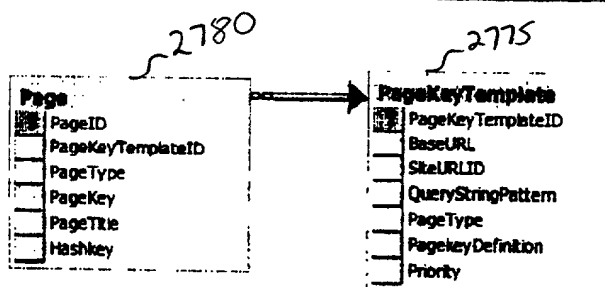
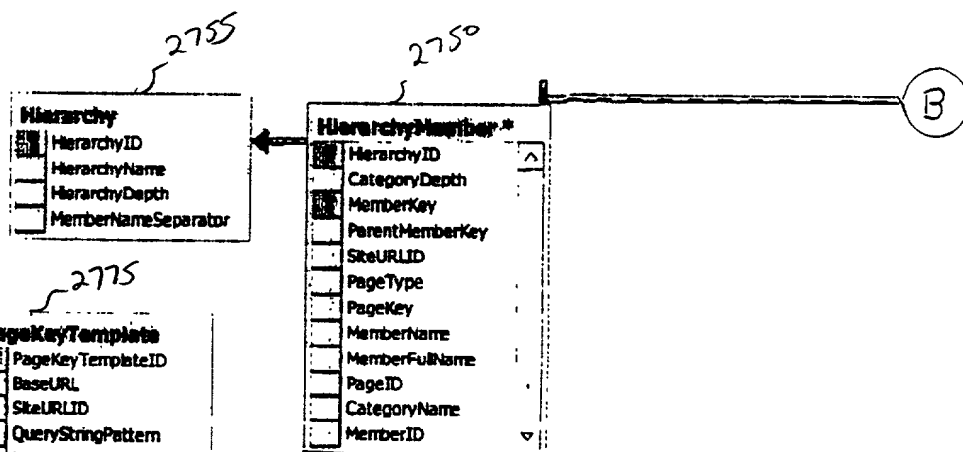
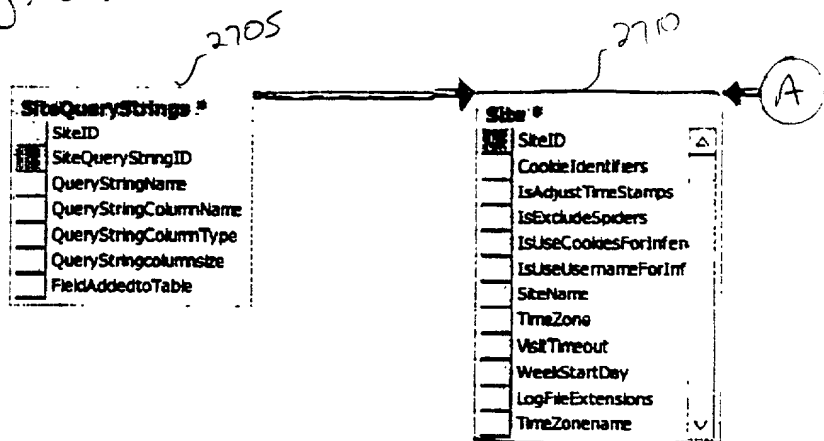


FIG. 27B

Fig. 27B

